

June, 1920

Electrical Merchandising

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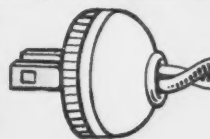
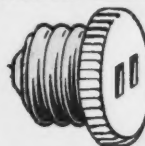
Make It a Complete Service Sale

Every time you sell any appliance in your store



sell one of these

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and three of these



THE BRYANT ELECTRIC COMPANY
BRIDGEPORT CONNECTICUT



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ANY
Edison
lamp
socket

Pull chain
controls
lower
socket
only

Side socket
always on.
Will take any
Edison base
device- lamp
or plug

Any stan-
dard shade
and holder
can be
applied with-
out interfering
with use of
side socket

THIS advertisement, which appears in the June 12 issue of the Saturday Evening Post, is the fourth in the Edison MAZDA Lamp series depicting the theme, "Light is the Life of the Home."



What a difference light makes!

THE front hall of your home is the face of your home; and the lights in your hall are its eyes.

They see your guests before you do, and send out their welcoming ray. Their gleam of farewell follows into the night long after the door has closed.

When their glow is clear and steady it's easy to forget how important they are. But let them once flash when they ought to be dark—then is when you realize what a difference light makes.



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BACKED by MAZDA Service, centered in the great Research Laboratories of the General Electric Company, and by forty years of continuous development, Edison MAZDA lamps represent the

latest and best in lighting. Each lamp is wrapped in a distinctive "His Only Rival" wrapper—and this as well as the name Edison MAZDA etched on each lamp is your assurance of lighting quality and service.

Use Edison MAZDA lamps for every lighting purpose

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EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

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ELECTRICAL MERCHANDISING

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Of This Number
13,500 Copies Are Issued

"DO IT ELECTRICALLY"

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

O. H. CALDWELL, Editor

Vol. 23

JUNE, 1920

No. 6

Edited from the Field

An editor's secret ambition is just this: To make his magazine as welcome as an old friend well met—one who brings a smile and a warm hand-clasp, speaks a helpful word, lends a hand here and there, helps to remove obstacles, and leaves one sorry at his departure and eager for his return. If a magazine is to be this, it must be edited from the field even more than from the office chair. The editor must rub elbows and enjoy it. And so—here is O. H. Caldwell, editor of *ELECTRICAL MERCHANDISING*, resting for a moment "in the field" at the recent jobbers' convention at Del Monte. This little snapshot is slipped into this issue during his absence and without his knowledge or consent.



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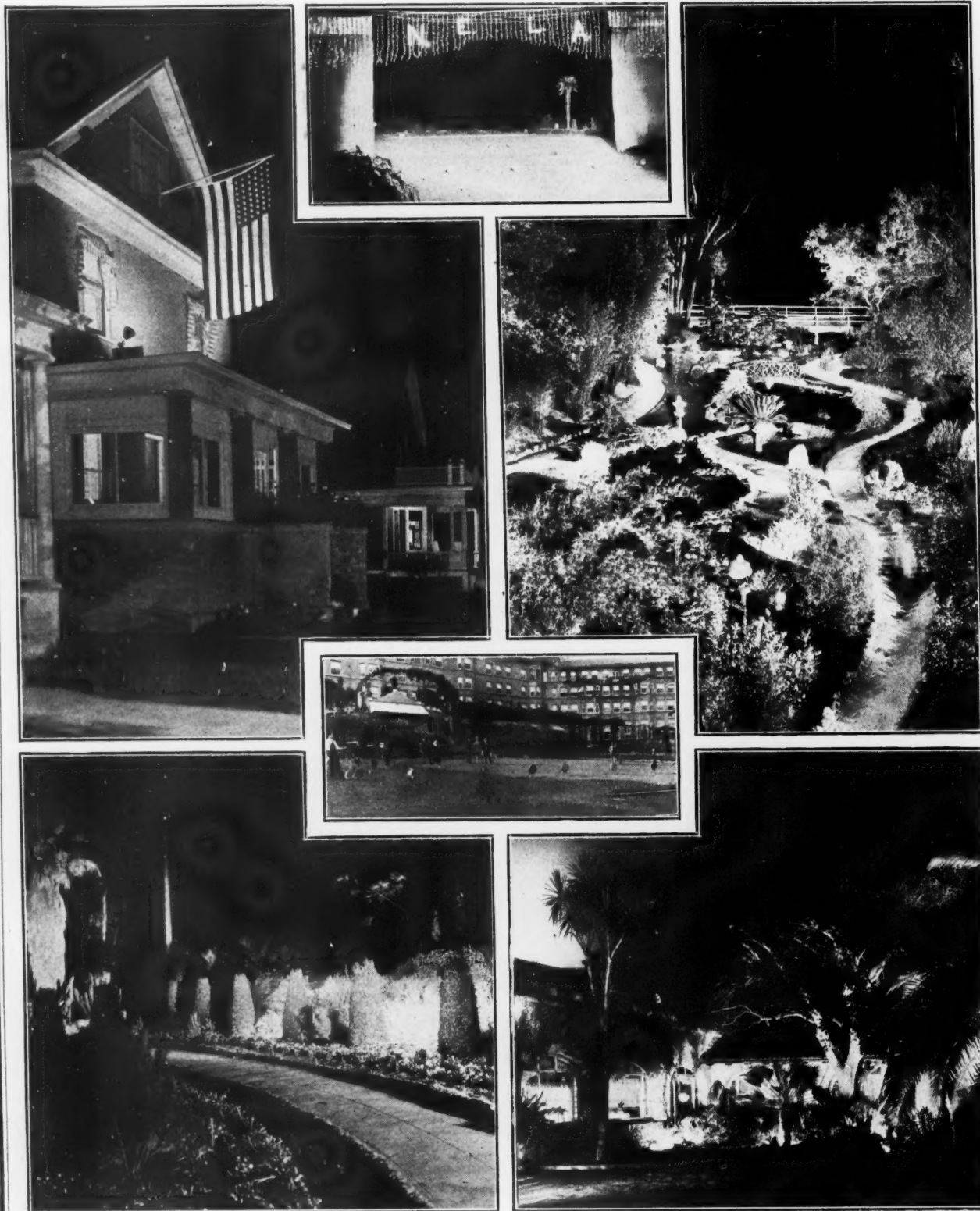
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A Tip from the Editor

Yes, they are "a couple of kids"—and more. They are two of a million or so wireless amateurs—boys, young men, and even young women. Many electrical dealers realize that the wireless amateur progresses rapidly in his requirements for better apparatus. Therefore, many dealers are buying stocks of improved apparatus on which a real profit can be made. Did somebody say something about "dull business in summer"? Forget it, please—and watch for the July issue.



Make It an *Electrical* Fourth of July in Every Home and Town



If your town is to have a community Fourth of July celebration, have you proposed the idea of spectacular *electrical* decorations and effects?

The pictures on this page show some of the possibilities of electric flood lighting as worked out to welcome the National Electric Light Association to Pasadena, Cal., in May.

The tropical gardens were brilliantly illuminated by 400-watt flood units concealed in the foliage. But the spectacular pièce de résistance was a proscenium marked with strings of electric lights and fitted with a steam curtain on which

played spot lamps and flood projectors of various colors. The steam was furnished at 95-lb. pressure by a small boiler and was released through a long perforated pipe. Nearly 110 kw. was used in these electrical decorations.

Flood lighting of prominent buildings or local statues, festoon lighting of streets or parks, the erection of searchlights on rooftops, and publicity campaigns to "put a light in every window" and to illuminate the flag at night on every home along residential streets—these are ideas that will occur to every electrical man who wants an electrical Fourth of July.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 23

June, 1920

Number 6

The Symbol of a Great Ideal

EVERY electrical visitor to the California conventions must have been impressed with the evidences and results of electrical co-operation in the Pacific Coast territory—particularly the example of the California Co-operative Campaign, to which all branches of the local industry have contributed for the development of local electrical markets.

This California co-operative plan is one that we may shortly see expanded to national scope as similar campaigns are undertaken in other sections of the United States for intensive local electrical development work. And such local campaigns can, by the way, profitably take advantage of the excellent publicity material which another co-operative body—the Society for Electrical Development—has been producing in its capacity as the national publicity agency of the electrical industry.

ACCCEPTANCE by the great national electrical associations of such co-operative ideas as those behind the California Co-operative Campaign plan and the new Conference Club reflect the new spirit in the industry—a consciousness of the inter-relationship of the prosperity of all four groups—central stations, contractor-dealers, manufacturers and jobbers.

It was a happy inspiration, therefore, on the part of the California Co-operative Campaign leaders that resulted in the adoption of the symbol shown on this page to visualize locally their idea and their ideal.

The four black quadrants of the design represent the four branches of the electrical in-

dustry—central stations, contractor-dealers, jobbers and manufacturers. And binding them together with a bond of mutual interest is the white circle, denoting “better service to the public,” which is the goal and purpose of each group as well as of the whole industry.

EXTENDING the idea behind this California symbol, two great co-operative programs for the electrical industry are now laid before electrical men. One, the state or sectional Co-operative Campaign idea, has to do with the immediate and practical business of local development of electrical markets. The other, the Conference Club idea, would provide a national “junta” or meeting place for the best minds of the industry—a means to get at right thinking starting “at the top,” which will provide sound leadership for the whole industry, with due regard to the best interests of each group.

Between these two movements there cannot possibly be competition or interference. Each supplements the other. And each strengthens the industry as a whole in terms of better service to the public.

Crusades succeeded under the inspiration of a symbol. “*In hoc signo vinces*” was the cry. “By this sign thou shalt conquer!”

The California Co-operative Campaign’s symbol is one to be memorized and continually carried in the mind’s eye of every electrical man. It visualizes the new ideal that is being manifested among us—the interlinking of all sections of the electrical industry, to the end that the public shall be better served, and that electricity shall supply human needs.



"Co-operative Effort"—

The Lesson of the Pacific Coast Conventions

Results of the California Co-operative Campaign Demonstrate to National Conventions of Jobbers and Light and Power Company Executives the Tremendous Potentialities of "Scientific Teamwork" in Educating the Public Electrically and in Developing Local Electrical Markets

ELECTRICAL men who attended the national association conventions at Del Monte and Pasadena, Cal., in May took back home with them a fresh insight into the realities and benefits of electrical trade co-operation as worked out practically on the Pacific Coast, and also a determination to extend this co-operation.

At the jobbers' convention at Del Monte, May 12-15, jobbers, contractor-dealers, central station men and manufacturers' agents testified to the splendid local accomplishments of the California Electrical Co-operative Campaign. At the meeting of the Pacific Coast Section of the N. E. L. A., May 17 and 18, Pasadena, the net results of co-operative work were presented in unmistakable figures. And delegates to the

National Electric Light Association convention, also at Pasadena, May 19-22, witnessed demonstrations of two aspects of the co-operative spirit in the electrical industry.

First, they were shown what the California idea of trade co-operation has done for the local industry within the State and how this method of organization and market development can be expanded to national scope so as to educate the whole American public concerning the blessings of electric service.

Second, they heard at first hand about the aims and ideals of the Conference Club—the electrical "thought organization" or junta (to adopt a term which old Ben Franklin used to describe similar bodies he organized at different periods). In this Conference Club, or

electrical junta, it is proposed to bring up internal problems of the electrical industry for frank discussion by representatives of all groups.

N. E. L. A. CONSIDERS SUBJECT OF "CO-OPERATION IN THE INDUSTRY"

Undoubtedly the high point of the National Electric Light Association program on electrical trade-co-operation was reached at the closing session of the Pasadena convention, when the report of the N. E. L. A. committee on co-operation in the industry was presented by its chairman, Lee H. Newbert, also chairman of the California Co-operative Campaign, and its vice-chairman, Robert Sibley, Pacific Coast editor of *ELECTRICAL MERCHANDISING*. Other members of the committee are D. R. Bullen, A. P. Denton, John J. Gibson, R. S. Hale, W. W. Low, W. Creighton Peet, E. W. Rockafellow and M. S. Seelman.

Following are extracts from the committee's report:

Your committee on co-operation in the electrical industry is firmly convinced that there exists generally today a healthy desire on the part of the electrical manufacturer, jobber, contractor-dealer and central station to join forces in the development of our great industry. It believes that the thoughts of each branch can be directed along lines that shall lead to a wise and proper appreciation of the problems which confront the others, and, guided by a sympathetic understanding, that all shall work in harmony to promote the electrical idea through co-ordinated effort, with the result that the public, which constitutes the court of last resort, shall pass favorable judgment upon their accomplishments. In a word, the value of co-operation is today being widely recognized. All are coming to see, too, that basic truth, "He profits most who serves best."

NOTABLE MOVEMENTS IN THE INDUSTRY

Mention should here be made of a number of co-operative movements in the industry throughout the nation. The Society for Electrical Development, to cite an eminent example, has achieved



California welcomed her electrical guests in true Western style. When the N.E.L.A. Red Special pulled into Pasadena it was met by a vigilance committee of cowboys who promptly handcuffed Walter Johnson, vice-president Philadelphia Electric Company; Frank W. Smith, vice-president United Electric Light & Power Company, New York City, and other notables, and loaded them into this stagecoach. Later, at a lonely stop on the road to the Hotel Huntington (in the presence of several thousand spectators) a roving band of Indians attacked the stagecoach with much shooting and were about to scalp its unhappy occupants when a posse of cowboys and vigilantes dashed up—with more gunfire—and put the redskins to flight!

co-operation through the efforts of its efficient staff and by means of the work which it has incited its members and others to undertake and accomplish. The Jovian Order is another agency intended to promote co-operation in the electrical industry, and in many instances its labors in that direction have been of service. The National Association of Electrical Contractors and Dealers has worked out carefully a complete plan for promoting co-operation—an excellent program which in some ways is quite similar to the "California plan." The Commercial Section of our own association, operating through its various bureaus and committees, has already accomplished much in the way of co-ordination of effort and has the potentiality to accomplish even more. Its committee on co-operation would undoubtedly have paralleled to some extent the work of the committee whose report is herewith presented had not the chairman, Mr. Seelman, as a mem-

produced such tangible, concrete results for the benefit of all that we believe it merits unusual emphasis in this report.

ORIGIN OF CO-OPERATIVE CAMPAIGN IN CALIFORNIA

For several years prior to the beginning of the California Electrical Co-operative Campaign there had been undertaken from time to time similar work along co-operative lines, but the movement did not take root to any considerable extent. This was due primarily to the absence of definite plans and lack of proper organization. These deficiencies were removed by action taken at the convention of the Pacific Coast Section of the N. E. L. A. held at Riverside, Cal., in 1917. At that conference the subject of co-operation in the electrical industry was introduced during a session of the commercial committee. The Pacific Coast Section, it should be noted, includes in its membership a considerable number of manufacturers, jobbers and contractor-dealers, and representatives of all these branches participated actively in the discussion. The definite result was the appointment of a special committee to prepare a workable program of co-operation between all branches of the industry.

The plan, as adopted, provided that an advisory committee should direct the campaign and that this committee should be composed of representatives of all branches of the industry; further, that two field men should be employed to travel throughout the State for the purpose of interesting central station employees and contractor-dealers in the co-operative idea. A fund of \$12,400 to



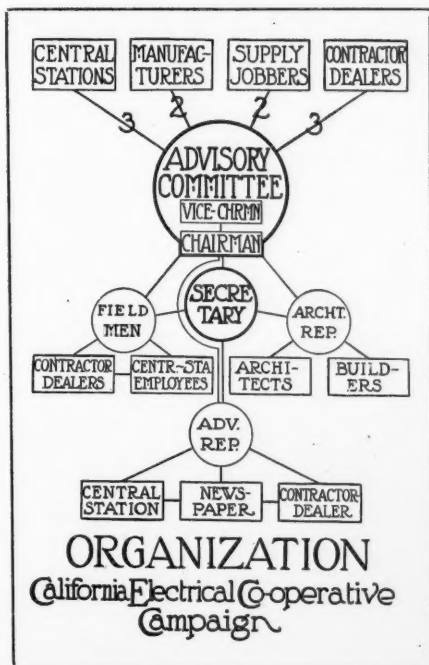
Martin Insull of Chicago, the new president of the National Electric Light Association, and retiring president Russell M. Ballard, bask a moment in the matchless California sunshine, while *Electrical Merchandising's* camera squad gets in its work.

defray expenses was raised by subscription as follows:

Manufacturers	\$1,300
Jobbers	3,200
Contractor-dealers	2,000
Power companies	5,900

RESULTS FROM WELL-DIRECTED EFFORT

Substantial results have been achieved in this campaign of education in Cali-



The plan of organization of the California Co-operative Campaign. How its advisory committee is made up and how its paid staff operates in the field.

ber of this committee as well, joined with us to avoid such duplication.

In addition to the four national movements cited, much co-operative promotion work has been done by the National Electrical Supply Jobbers' Association, the Conference Club, the various manufacturers' associations and other organizations, both national and regional.

PRACTICAL CO-OPERATIVE PLAN DEMONSTRATED

That co-operation between the several branches of the industry is not only desirable, but wholly practicable, has been amply demonstrated in California through the work of the California Electrical Co-operative Campaign. Your committee is impressed with the California plan because it is a plan that for a period of more than two years has



"The Forty-niners' Camp" was one of the features of the jobbers' convention at Del Monte which gave Eastern visitors a taste of early days in California. Some of the native sons who contributed to the evening's entertainment were, reading from the left: "Paddy," W. Beck, National Carbon Company; Chinese mandarin, O. B. Stubbs; John Chinaman, Roscoe Oakes; Sheriff, "Bill" Shreves, General Electric Company; Rastus, "Bill" Goodwin; gambler, R. A. Balzarle; miner, R. M. Alvord; old miner, W. B. Sawyer, U. S. Steel Products Company; banderillo, R. E. Fisher, Pacific Gas & Electric Company; Salvation Army captain, Fred Skeel, Crouse-Hinds Company; mining promotor, Garnett Young.



The convention of the Electrical Supply Jobbers' Association was held at Del Monte, Cal., May 12 to 14, the week preceding the National Electric Light Association meetings at Pasadena. A special train of fourteen cars from New York and Chicago to

Del Monte carried many of the visiting jobbers westward, and was met at Sacramento by a welcoming committee of Pacific Coast electrical men. The program of the Del Monte meeting included an address by Robert Sibley, editor *Journal of Elec-*

tornia conducted under the name of the California Electrical Co-operative Campaign. Formerly there prevailed a pronounced lack of confidence between the various branches of the electrical industry; controversy and misunderstanding were the rule rather than the exception. Continual bickering retarded proper development, with the result that the public failed to secure the full measure of service to which it was entitled, and, further, that approval on its part so essential to material progress did not obtain.

The primary object of the work undertaken through the campaign was to harmonize the various interests so that there would be unity of action.



John A. Britton of San Francisco, leader in all co-operative movements on the Pacific Coast, and Emory A. Wishon of Fresno, Cal., retiring president of the Pacific Coast Section, N. E. L. A., talking co-operation with Frank W. Smith, vice-president United Electric Light and Power Company, New York City, who, hatless, puffs thoughtfully on his cigar.

Practical co-operation was analyzed to mean "doing the thing in the other fellow's way if you cannot get him to do it your own way." Events have demonstrated the wisdom of this analysis, for today, after two and one-half years of consistent and conscientious effort under the inspiration of the co-operative idea, vastly different conditions prevail in California.

Let us then briefly describe the activities that have produced such tangible, concrete results.

SUMMARY OF IMPORTANT ACHIEVEMENTS

1. The field men have visited and worked in various towns throughout the State, as directed by the advisory committee, and have made regular reports direct to the committee headquarters as to results. They have proved tactful, resourceful and of the highest service in meeting specific inharmonies that have arisen between various branches of the industry, among individuals within the industry, or between the industry and the public.

2. The field men have arranged in the important centers joint meetings of all electrical men for general discussion of their common interests and problems. The advisory committee has furnished suitable speakers for such meetings. Forceful instances of these meetings are recorded in the electrical press of 1918-19, wherein groups of men, numbering as many as four hundred, have met in banquet assemblies in San Francisco, and likewise similar groups have met in Los Angeles from time to time. These meetings have comprised men representing all branches of the electrical industry, members of the Public Service Commission and other progressive and influential citizens. Not only in the two larger cities have such meetings been held but in Oakland, Sacramento, Fresno and Chico similar gatherings have been promoted, to spread broadcast the gospel of co-operation throughout the industry.

3. The field men, under the direction of the advisory committee, have brought the central-station managers and employees into closer co-operation with the contractor-dealers.

4. The field men also have promoted better acquaintance between central station employees and dealer-contractors.

5. The central station manager has as a result indicated to his organization and employees that it is his company's policy to support this co-operative campaign.

6. The greater portion of the field men's time in the towns, however, has been spent with the dealers and contractors in assisting them in their efforts to improve their business methods. This valuable guidance has included advice on accounting, sales, advertising and general store appearance.

7. They have shown to the dealer-contractor the dollars-and-cents advantage of the retail side of his business and have encouraged him to give more attention thereto.

8. They have brought to the attention of the dealer-contractor progress in merchandising methods.

9. They have encouraged the proper arrangement of electrical stores and display windows, particularly by showing photographs of well-arranged stores and windows and by actively assisting the dealer-contractor to carry out his plans for store improvement.

10. They have emphasized the advantage of tying in with national publicity campaigns and with central station advertising campaigns.

11. The dealer has been encouraged to use good advertising material furnished by manufacturers.

12. The dealer-contractor has been encouraged to adopt proper accounting methods, so that today California contractor-dealers have installed more of the national standard accounting systems than have those in any other State.

13. The field men have shown to non-member dealer-contractors the advantage of membership in the California Association of Electrical Contractors and Dealers, as well as in the National Association of Contractor-Dealers and in the National Electric Light Association.

14. The contractors have been encouraged to use high quality material and workmanship and to employ standard practice methods in estimating cost of installations.

15. The field men have convinced the contractor-dealers of the advantage of close co-operation with the central station and central station employees.

16. The field men have caused contractor-dealers to realize the necessity



tricity, San Francisco, on "The Electrical Industry in the West"; address of welcome by C. C. Hillis, chairman Pacific Coast Section; a talk on the work of the Society for Electrical Development by J. M. Wakeman, general manager, and a symposium on "The

California Co-operative Campaign" with talks by Lee H. Newbert, chairman of the campaign and commercial manager Pacific Gas & Electric Company; D. E. Harris, Pacific States Electric Company; Garnett Young; C. L. Chamblin and R. M. Alvord.

of giving prompt attention to work which they are employed to do, so that there would be small occasion for complaint either from the central station or the customer because of the growing activities of the electrical contractor-dealers in a field of activity formerly covered to a large extent by the central station.

17. Architects, homebuilders and contractors have been urged to install sufficient outlets for the convenient use of all electrical appliances, thus initiating a movement in the industry that today is assuming nation-wide proportions.

INCREASE IN FINANCIAL RESOURCES

There is no better evidence of the growing appreciation of the work accomplished than the cheerfulness and willingness with which increased subscriptions have been made for this activity. It was unanimously agreed that the work done during 1918 warranted continuance of the co-operative effort, and a larger fund was secured in 1919. Indeed, so enthusiastic have the contributors become over the efficacy of this constructive work in California that the fund subscribed annually has grown from \$12,400 in 1918 to \$18,000 in 1919 and to \$27,000 in 1920. The widespread interest in the work of the campaign was manifested particularly by the number of new subscribers, among which, in addition to those representing the four branches of the industry, was included the technical press, which also contributed much valuable publicity.

GROWTH OF CAMPAIGN ORGANIZATION

In August, 1919, a secretary and office assistant were taken into employment, to assist in carrying on the campaign, the work having broadened to such an extent that it was no longer possible for the advisory committee to handle the growing mass of detail without office assistance.

In the fall of 1919 particular attention was given to the promotion of electrical pages in newspapers—these pages consisting of advertisements of contractor-dealers and power companies, together with publicity designed to interest the public in electrical service. Excellent results were obtained, several hundred pages of advertisements thus appearing in the newspapers of the State. To further this work a special

field representative, a man of wide advertising experience, was employed.

The organization of the campaign now consists of an advisory committee composed of ten members (three representing central stations, three representing contractor-dealers, two representing electrical jobbers and two representing electrical manufacturers), a secretary and his office assistant, three field representatives, an advertising field representative and an electrical equipment expert. The latter devotes his attention to architects and builders, his particular duty being to explain to them the many advantages to be derived from adequately wired houses, office buildings, and so on.

We emphasize the value of such a co-operative movement and the concrete results in actual values. Whereas discord formerly prevailed, harmony now exists throughout our industry in California. Whereas disorder in stores was once common, businesslike establishments are today found on every hand, and from a canvass of sales made in California the result shows that 62 per cent more sales were made in appliances during 1919 than in 1918, in spite of the fact that California even hitherto had been supposed to have reached a "saturation point" in electrical uses, since in California electrical appliances were already in more general use per capita than elsewhere in the nation. Furthermore, these augmented sales were made in spite of the fact that the average selling prices had increased fully 50 per cent. And let it be noted that while these and many other tangible results can be definitely listed, the intangible effects of this work are of even greater value, even though they cannot always be set down on paper.

ATTITUDE OF CENTRAL STATIONS TO MERCHANDISING SALES

It is to be emphatically pointed out that the campaign in California has never had as its aim the driving of the central station out of the merchandising business. Many of the central stations have, however, willingly ceased their aggressiveness in sales of electrical appliances as fast as the contractor-dealers in their respective communities have made good in service to the public.

The final test of all work or effort in our industry must be on the grounds

of efficiency in service rendered to the public. The records in California are too numerous to fully list here the ways in which service to the public has been advanced through this helpful work.

The central station executive has acquired a fuller appreciation of the value of co-operation with other members of the industry; the employee has come to a keener sense of his obligation to the industry whence comes his monthly pay envelope. The contractor-dealer, the jobber and the manufacturer on all sides are now using their influence to give to each other and to the public fair and reasonable explanations of those difficulties and perplexities that beset the industry. Thus has been created a favorable public sentiment that cannot be expressed by figures or set down in words.



John Learned of Chicago, retiring chairman of the N. E. L. A. Commercial Section, telling Clarence Law of New York, chairman of the Lighting Sales Bureau, about the special illumination effects in the moving-picture industry around Los Angeles.

The regulatory body of the State has likewise taken cognizance of the co-operative endeavor. Even the universities and colleges have felt its value. Indeed, it is difficult to fully follow and point out all the various channels of expression through which its influence is manifested, but to the public the résumé of the entire campaign may be set forth in these words of accomplishment: "A better, a more economical and a more satisfactory service."

NATION-WIDE EXTENSION PROPOSED

Your committee is most favorably impressed with the progress made by the California Electrical Co-operative Campaign and holds the opinion that there is ample justification for extension of similar activity in all parts of the United States. It is desirable, then, to give thoughtful consideration to some plan having as its objective the upbuilding and advancement of the electrical industry as a whole through co-operative effort.

For a single organization to attempt to dictate or control co-operative activity would be inadvisable. While the records show that the actual vote that started the organization of this important co-operative work in California took place at the convention of the Pacific Coast Section of the National Electric Light Association held at Riverside in 1917, nevertheless your committee feels that it would be an injustice to leave unrecorded the fact that the success of the movement in California was achieved not only by the paternal influence of the central stations, acting from time to time through the executive committee of the Pacific Coast Section of the National Electric Light Association, but also by the equally important activities of the California Association of Electrical Contractors and Dealers, the Pacific Divi-

sion of the Electrical Supply Jobbers' Association and a helpful group of electrical manufacturers who in their respective organizations were contemporaneously and harmoniously working to align with this movement every element of our industry in California. The result has been two, and one-half years of marked achievement.

URGE JOINT COMMITTEE ON CO-OPERATION

The committee therefore recommends that the National Electrical Contractors and Dealers' Association, the National Electrical Supply Jobbers' Association and the electrical manufacturers (Associated Manufacturers of Electrical Supplies, and the Power Club) be requested to appoint members of a committee on co-operation to meet with representatives of the National Electric Light Association. If such a committee be otherwise created, it is then recommended that National Electric Light Association representatives shall meet with the same to formulate plans for co-operative work (which may include a paid executive staff), such plans as are decided upon to be reported back to the various associations.

Finally, your committee is of the opinion that to obtain the best results two things are needed: first, local organization by States or groups of States, as may best suit local conditions, to carry on active field work, and, second, national co-ordination and co-operation.

JOBBERS AND CONTRACTORS PRESENT RESOLUTION ON "MUTUALITY OF INTEREST"

The executive committee of the Electrical Supply Jobbers' Association went from Del Monte to Pasa-

dena and attended the N. E. L. A. sessions in a body. On the last day, following the report of the committee on co-operation, and the address by J. M. Wakeman, general manager of the Society for Electrical Development, pointing out the work the society is doing in "selling the electrical idea to the public" and in policing against unfavorable electrical publicity, the jobbers' committee presented the resolution below. This resolution was signed by W. E. Robertson of Buffalo, as chairman of the jobbers' committee on co-operation and harmony, and was concurred in by L. H. Lamont, on behalf of the National Association of Electrical Contractors and Dealers, and L. K. Comstock, chairman of the Conference Club.

To the National Electric Light Association:

The executive committee of the Electrical Supply Jobbers' Association, all the members of which have been in attendance at the Pasadena convention, have observed with keen appreciation the important place given in your program to the subject of "Co-operation in the Industry."

We believe the potential power of co-operation in the industry is only beginning to dawn upon the industry's leaders. We believe its development in the next few years will constitute a topic of ever-growing interest to your membership and to the industry as a whole and will win a permanent and important place as one of the major subjects in your national program.

Co-operation in the industry has so far found expression in efforts to increase the popularity of the uses of electricity and to improve trade conditions. The Society for Electrical Development expresses one of these efforts. The California Co-operative Plan expresses both of them.

THE LEAVEN OF CO-OPERATION

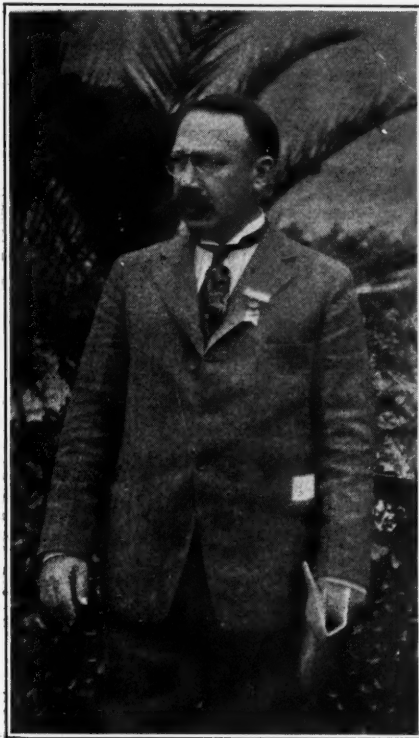
The leaven of co-operation as expressed in these ideas is taking hold all over the United States and will soon prove to the most skeptical its undoubted economic value.

There are two additional fields of opportunity which, by reason of mutuality of interest, should be cultivated. One, which is the most pressing, is the popularization of electrical securities. The other is the winning of a still more friendly consideration on the part of the public.

It may be urged that the wisdom of our investing personally and urging others to invest in electrical securities is obvious to all engaged in the electrical industry, and no plans are needed or action desired to give impetus to this movement. Here we offer the following observation that our members as officers or directors of clubs, banks, trust companies, insurance companies, or as fund commissioners of libraries, hospitals and similar funded institutions of education and philanthropy, have rarely had their attention called to the greatest of all reasons for in-



The advisory committee of the California Co-operative Campaign, representing all branches of the industry. From left to right: Rear row—Emory A. Wishon, San Joaquin Light and Power Corporation, Fresno; Lee H. Newbert, commercial manager Pacific Gas and Electric Company, chairman of the co-operative campaign; R. M. Alvord, manager supply department, San Francisco office General Electric Company; C. L. Chamberlain, manager California Electrical Construction Company, San Francisco; H. H. Courtright, Valley Electrical Supply Company, Fresno; Front row—K. E. VanKuran, district manager Westinghouse Electric & Manufacturing Company, Los Angeles and D. E. Harris, sales manager, Pacific States Electric Company, San Francisco.



M. S. Seelman of Brooklyn, N. Y., chairman-elect of the Commercial Section, National Electric Light Association. To assist Mr. Seelman in the work of the section, R. H. Tillman, Baltimore, Md.; R. S. Hale, Boston, and C. E. Michel, St. Louis, were elected vice-chairmen. The section's new executive committee also includes L. H. Newbert, C. L. Law, C. N. Stannard, O. R. Hogue, George A. Hughes and J. J. Gibson.

vesting in electrical light and power and hydro-electric enterprises; namely, the relatively small percentage of gross operative revenue that is absorbed by the item of labor.

This item of labor, coupled with the slowness to act of rate-making bodies, is responsible for most of the financial embarrassment in which the street railways and railroad transportation systems now find themselves. Because bankers, except specialists in electrical securities, cannot offer this factor of safety in the securities they sell of other industries they do not mention it in ours.

THE STABILITY OF ELECTRIC-POWER SECURITIES

Is it not high time that we should ourselves, through a well-considered plan, tell this fact to the public? In any well-considered scheme of co-operative selling the mutuality of interest of the allied industry would be emphasized and solidarity of front developed, as a by-product, which in itself would justify the time and effort expended.

Then too the widespread ownership of securities by the public will act as a buffer in protecting the companies from burdensome and oftentimes dangerous restrictive measures proposed by political demagogues or long-haired but short-brained reformers.

Just as an individual cannot sing his own praises without exciting a feeling of boredom or derision on the part of the listener, just so does an individual or company selling its own securities excite a feeling of caution and suspi-

cion on the part of the hearer. How different the attitude when another's praises are sung or another's securities suggested.

THE JOBBER'S ABILITY TO SELL

The jobber's greatest asset is his ability to sell. In co-operation with the manufacturers and contractors, in particular, and with other allied branches of the industry (provided you approve and will appoint a committee for the purpose), we will gladly undertake to do our full share in setting up and putting across a campaign to sell to the public not a particular security, but the advantages of buying all electrical securities in preference to other kinds.

This offer is made in a spirit of helpful co-operation and in recognition of our mutuality of interest.

We further suggest for your consideration that a representative jobber on your public policy committee would be of help in arriving at your decisions with reference to relations within the industry and the public.

We cannot believe that injury or embarrassment to you would result, for it has been our observation that leaders in any branch of industry have acquired a common understanding of the fundamentals involved in all industry, and they differ in this understanding only in degree, not basically.

In conclusion we suggest that the electrical industry discard the old and colorless phrase of "Live and let live" and adopt in its place and as its motto and inspiration the positive and dynamic phrase, coined by an electrical man, of "Live and help live!"

The Work of the Merchandise Sales Bureau of the N. E. L. A.

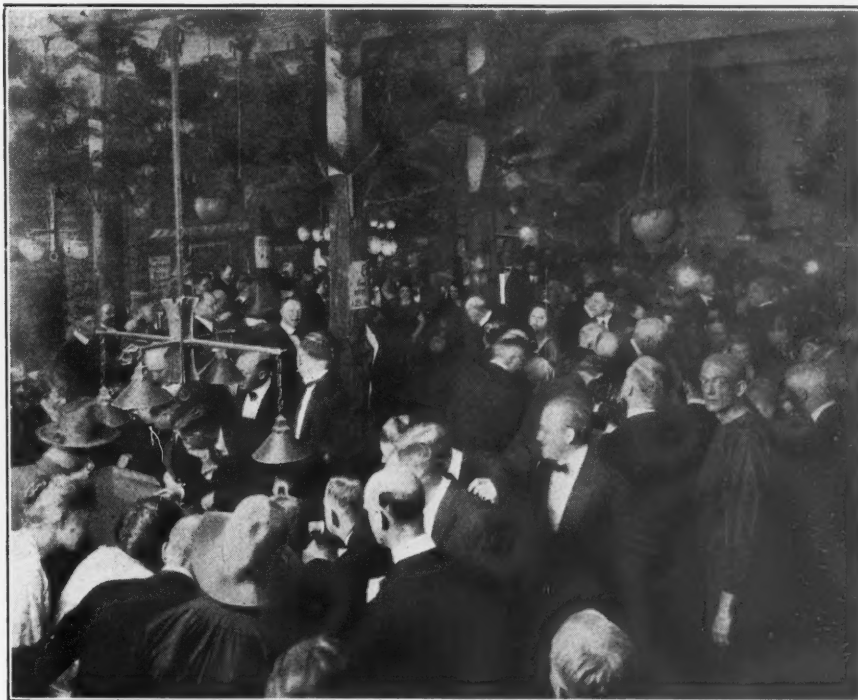
One of the most complete and valuable reports presented before the Pasadena convention of the National Electric Light Association was that of the Merchandise Sales Bureau, of which E. A. Edkins, manager of electric shops Commonwealth Edison Company, Chicago, is chairman.

"During the early months of 1920," said Mr. Edkins, "courageous and far-sighted buying of electric merchandise has been the rule rather than the exception. It seems doubtful whether any decided drop in prices or curtailment of demand on the part of the buying public will come so suddenly as to have

any serious effect within the present calendar year. The inevitable decline, however, cannot be far distant, and future delivery orders for 1921 should, therefore, be placed with considerable conservatism and on a shorter time basis."

BUYING, STOCKING AND SELLING ELECTRICAL MERCHANDISE

An appeal to the official charged with the buying to insist on quality electrical merchandise is contained in the report of the bureau's division on electrical merchandise, of which F. D. Pembleton of the Public Service Electric Company, Newark, N. J., is chairman, following:



On the evening of May 12, during the jobbers' convention, a number of strange visitors with curious paraphernalia took possession of one of the hotel recreation rooms and converted it into a scene vividly recalling the golden days of '49 in California. "Please check your shooting irons before entering" read one of many reminiscent signs about the camp.



M. H. Aylesworth, executive manager of the National Electric Light Association, and George F. Oxley, director of publicity for the N. E. L. A., are both Westerners, and therefore confirmed optimists regarding the future of the electrical business.

The scarcity of material and labor, the resultant scarcity and high prices of electrical appliances and the great demand for certain kinds of electrical goods have produced new conditions surrounding the purchasing of electric appliances. There is little indication that the supply of the popular types of appliances will equal the demand that will exist in the next two or three years. Therefore the buyer of appliances will be confronted with the necessity of planning his sales well in advance in order that he may purchase

his goods sufficiently far ahead to assure himself of a sufficient stock. Some manufacturers at the present time are taking advance orders for an entire year's supply with specified shipping dates. In some cases this is the only way that a buyer can be assured of receiving the required amount of goods. Such a plan enables the manufacturer to secure his raw material and arrange his work schedules so that he can operate his factory on the most economical basis, and because of these advantages some manufacturers offer an additional discount to buyers who will place their orders in advance for an entire year.

AN ACCOUNTING YARDSTICK FOR THE CENTRAL STATION MERCHANT-MANAGER

Based upon the point of view taken by the Federal Trade Commission in its "System of Accounts for Retail Merchants," issued some time ago, a fair measure of the accuracy of a central station's merchandising department cost system is whether or not the figures that are shown would be acceptable to a commercial banker as the basis for extending a line of mercantile credit. From the point of view of public policy a central station whose cost figures would not be accepted might rightly be accused, from the electrical trade's point of view, of conducting its business on an unethical basis. It is not a case of whether a central station needs a line of commercial credit for this department. But there is a private yardstick available in every community for measuring the accuracy and fairness of the accounting system used.

Also, particular emphasis is placed on the question of proper provision for the depreciation of stock, buildings and fixtures. Of eight companies which reported their costs only one made provision in its records for depreciation, and that company allowed only for the depreciation of stock. This company has a replacement account which in-



L. H. Lamont, Chicago, who represented the National Association of Electrical Contractors and Dealers in the "Resolution on Cooperation" presented to the N. E. L. A. at Pasadena, and William E. Robertson of Buffalo, who as chairman of the harmony committee of the jobbers' association, represented the E. S. J. A. executive committee in preparing the resolution.

cludes depreciation on furniture and fixtures, but no yearly depreciation charge is made, depreciation being allowed only when a store is discontinued. This obviously does not give a true record of the yearly depreciation of furniture and fixtures, which is part of the yearly cost of doing business.

In an effort to obtain comparative information on merchandising costs, the following letter was sent to a representative list of central stations located in different parts of the country.

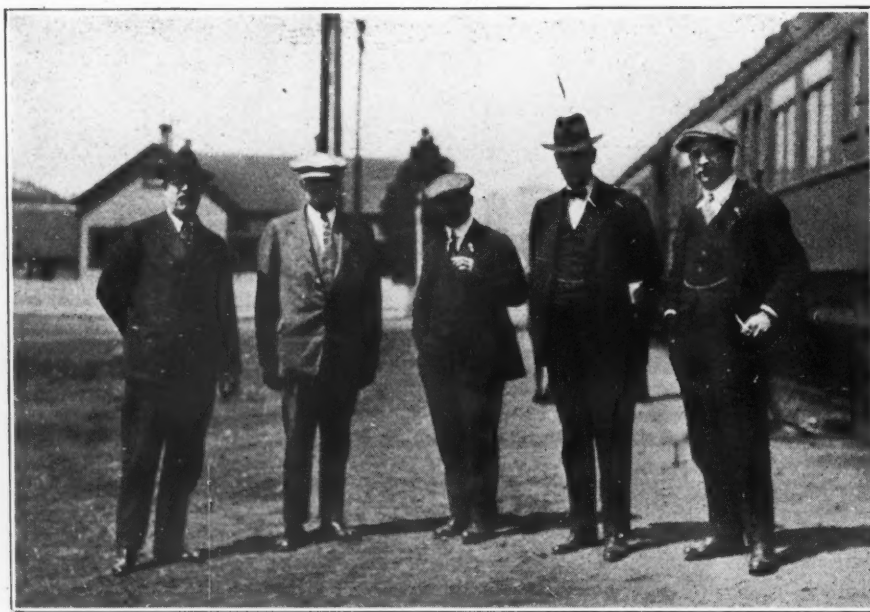
A LETTER AND A QUESTIONNAIRE

November 19, 1919.

To arrive at a knowledge of the average central station's cost of selling, it is essential that we get actual figures or their equivalent from as many individual companies as possible, these figures to cover any recent financial period.

To get adequate information, the merchandising division of the merchandising bureau should have the regular financial statement as prepared by your merchandising department for the general manager.

We suggest the following method in order to eliminate any danger of your private information becoming public. If you will take your gross sales at 100 per cent, list all your expense accounts chargeable to your merchandising department as per your standard practice, set opposite this classification of your accounts the percentage figures which show the size of these accounts in relation to your gross sales, show your net profits as a percentage figure of your gross sales, then this committee will have information which will allow it to make comparison of one company against another and will be able to arrive at an average figure which



"Just Put Me Off at Reno" runs one of the song-ditties of the day, and here you see some of the celebrities of the electrical industry sniffing the atmosphere of the famous Nevada city while the locomotive of the jobbers' special train takes water at the local tank. L. K. Comstock, New York City; G. M. Ellis, Wesco Supply Company, St. Louis; H. F. Thomas, Northwestern Electric Equipment Company, St. Paul, Minn., and Edward W. Rockafellow, Western Electric Company, are among the temporary Renoites in the picture.

will represent the cost of doing business of the central stations in this country.

The variations in the figures received were so great that it was impossible to draw accurate detailed conclusions.

The total cost-of-doing-business figures as given by the seven companies that reported on a similar basis were as follows:

13.44 per cent	11.50 per cent (exclusive of interest, rent and general management)
21.21 per cent	
25.43 per cent	
32.4 per cent	21.51 per cent (exclusive of rent, heat, light and interest)
10 per cent	

All these figures were on a percentage based on the selling price of goods sold.

Your division, in an effort to draw intelligent general conclusions from the data received, obtained the assistance of an expert mercantile accountant who specializes in department and general store accounting.

From the data given it was apparent that the companies reporting did not include all of their fixed expenses or their administrative expenses.

MERCHANDISE ACCOUNTS

The report of the sub-committee on merchandise accounting for 1919 outlines a suggested classification of expenses divided into three groups, operating, fixed and administrative. While opinions vary regarding the exact handling of different expense items, the report of 1919 may be accepted as a fair guide.

Only one company that reported made any allowance for interest charges, and this company very properly included interest on investment of furniture and fixtures, interest on working capital (merchandise) and interest on working capital (accounts receivable).

The following is the list of accounts used by this particular company with percentage figures. This was the most complete classification received.



See! He charms 'em all! Snakes from the desert or the snakes of the electrical industry have no terrors for the redoubtable "Bill." In the background, but giving full professional legal approval to the Goodwin Plan of handling this five-foot squirmer, stands Judge J. J. Jackson, attorney for the Westinghouse company.



Close harmony—vocal and otherwise—from the Pacific Northwest! A. S. Moody, General Electric Company, Portland, Ore.; R. J. Moore, president Yamhill, Ore., Electric Company, and A. C. McMicken, sales manager Portland Railway, Light and Power Company.

	Net Sales	%
Income from sales		
Gross sales	—	
Credits to customers	—	
Net sales	100.	
Cost of goods sold		
Cost of merchandise	48.90	
Stockroom expense	1.79	
Defective merchandise replaced	.06	
Cost of installation—gas	7.73	
Cost of installation—electric	8.90	
Total cost of goods sold	67.38	
Gross profit	32.62	
Selling expenses		
Salespersons' salaries	2.25	
Salespersons' commissions	.84	
Solicitors' commissions	1.35	
Store supplies and expense	1.84	
Window trimming expense	.27	
Delivery department expense	1.75	
Store demonstrations	.06	
Rentals	2.43	
Cash discounts on sales	.68	
Dealers' allowances	1.79	
Total selling expense	13.26	
Profit	19.36	
General expenses		
Employees' discounts	.11	
Catalog department expense	.02	
Service bureau expense	.30	
Clerical salaries and expense	1.59	
Executive salaries and expense	.47	
Traveling expenses	.07	
Advertising	2.31	
Rentals	.26	
Insurance and taxes	.07	
Uncollectible merchandise bills	.24	
Non-payment recovered merchandise	.39	
Policy replacement of merchandise	.24	
Expenditures—canceled jobs	.29	
Total general expenses	6.36	
Fixed charges		
Interest on investment, furniture and fixtures	.17	
Interest on working capital—merchandise	.73	
Interest on working capital—accounts received	.69	
Total fixed charges	1.59	
Total general expenses and fixed charges	7.95	
Net profit	11.41	
Total expense (total selling expense plus total general expenses and fixed charges)	21.21	

Viewing this classification in the light of the 1919 report, rentals would be considered as a fixed expense and advertising a selling or operating expense; stock room expense would be included under selling or operating, not as a part of the cost of the goods, and the same would apply to "Cost of installing" and to "Defective merchandise replaced," both of these being operating expense. No allowance is made for depreciation of stock or for the depreciation of building, furniture and fixtures.

In conclusion, it should be pointed out that the real problem in developing a merchandising cost system is to include all of the expenses that are properly chargeable to the department; the question of classifications and titles to be given to the various accounts is of secondary importance.

TREMENDOUS POSSIBILITIES IN ELECTRIC RANGE FIELD

From a thorough study and discussion of all phases of electric cooking, the division on electric ranges, of which J. Paul Clayton is chairman, concludes:

1. The possible field for electric cooking is almost without limit, because the prospective customers are just as numerous as the residences which can be served. Some central stations operating in a few localities have nearly reached the saturation point of lighting and power business. To such central stations especially electric cooking offers the most promising future field remaining for largely increasing the sales of electric energy.

2. Electric cooking has passed the experimental stage and is now a com-



The touching reunion of two weary Easterners (yes, in Lahe Anglals they do call Chicago East!) under the spreading eucalyptus trees of Del Monte, Cal. "Nate" Harvey, premier Westinghouse agent-jobber and president of the Illinois Electric Company of California, greets Vice-President Kirkland of the American Wiremold Company, Hartford, Conn.



"California," says Phil Thomson of the Western Electric Company, "has been aptly termed 'the land of the lemon, and the home of the nut.'" Note the enthusiastic expression of harmony and co-operation with which he accepts the peerless Riverside navel oranges just handed him by F. D. Pemberton of Newark, N. J., chairman of the N. E. L. A. division of electrical merchandise sales.

mercial success. Approximately 75,000 ranges are now in use in the United States. It is estimated that an additional 75,000, or approximately the same number as are now in use, will be sold during the year 1920. In other words, the volume of this business has grown to such a point that the 1920 sales are expected to equal the total number of sales which have been made over a period of the last ten years. Great extensions in plant facilities have been

made by electric range manufacturers to increase the output of electric ranges to meet the demand. Commercial cooking also offers a great field for such devices as electric bake ovens and a large number of other cooking units commonly used by hotels and restaurants.

3. The 75,000 ranges now in use are scattered generally throughout the United States and their use is not confined to any particular section or to any particular method of generating power; for instance, by companies securing their energy from hydro-electric or steam generation.

Of the 12,689 communities in the United States receiving electric service, electric cooking rates are now offered in approximately 5,000 communities.

Electric ranges cannot be sold in quantity by merely making an electric cooking rate and offering them for sale, but on the other hand they have been sold successfully in the past only by those companies which carried on intensive sales campaigns. After ranges have been sold, it is very essential that their use be properly demonstrated and that good service be given in maintaining the ranges in service.

ELECTRIC SHOP MANAGEMENT

In order to have a successful electric shop, declares the report of the division on electric shop management, of which C. E. Greenwood, Edison Illuminating Company, Boston, is chairman, central station executives must realize that the merchandising branch should be set apart as much as practicable from the rest of the organization and should be controlled by general policy only. We recommend that a manager should be chosen for that shop having merchandising knowledge, or capable of absorbing it, and with ability and authority to guide the operation of this branch of the central station's business from a strictly merchandising viewpoint. This is fundamental.

Local conditions may exist making it

advisable to organize a subsidiary company to handle the merchandising end of the central station business. This action gives the public utility the advantage of establishing this branch of its business on a mercantile basis, making it independent of limitations brought about by petty differences among electrical interests, without the service company losing control as to governing policy. A business so organized has the advantage of building on its own merits and taking its place as a legitimate merchandising establishment; puts it on a sound financial basis, and enables it to earn success or meet with failure in accordance with its business methods.

For any electric shop we consider the fundamental positions the general manager, shop manager, sales clerks, chief clerk, accounting department clerks, the cashier, delivery driver, maintenance repair man and shipping clerk. In the following paragraphs are outlined, as concisely as possible, the chief duties of these positions.

The general manager is a responsible head with entire charge of all employees. He is the purchaser of the material to be sold, and on his judgment rests the stock turnover. He should make comprehensive reports monthly to the company officials and should make sure that his records contain sufficient statistical data. He should be a man with merchandising knowledge on whom depends the success or failure of the business.

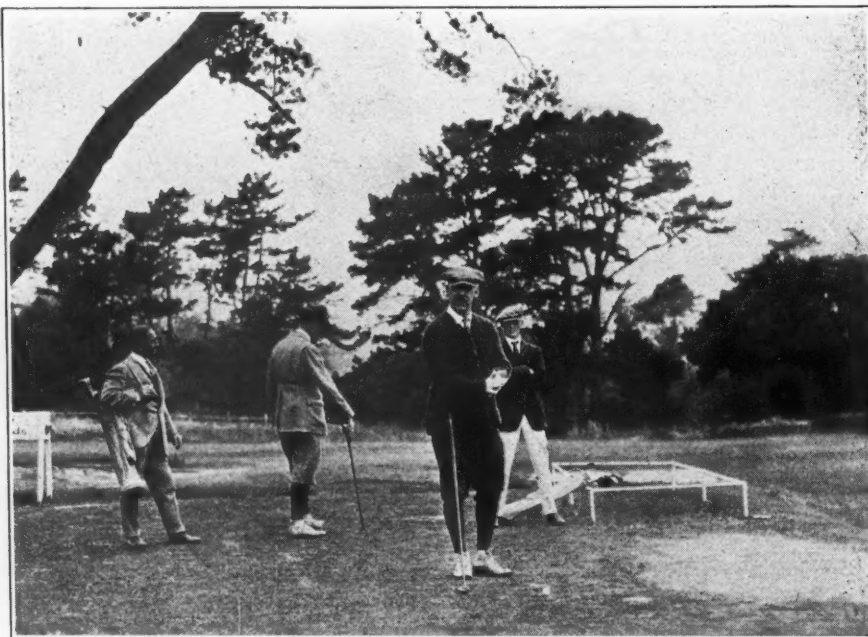
The shop manager should have the general oversight of appliance stock and its sale in the store, under the direction of the general manager. All sales clerks should report to him, and where there is a single shop he should be in charge of the physical stock and should keep the general manager informed of the movement of stock. Furthermore, he has general supervision of the sale and display of appliances and will approve all sales made by sales clerks and methods of disposal.

We have suggested that the shop manager have general supervision of stock, but he will have under his direction a stock clerk in charge of physical stock, keeping it in salable condition at all times. A segregation of stock in bins or shelves, according to their several classes or character, viz.: heating appliances, motor driven appliances, fixtures, portables, fans, novelties and incandescent lamps, will be found an efficient arrangement. He should report to the shop manager stock on hand from time to time and should be responsible for the periodic inventory. Among the stock clerk's duties would be keeping record of the unit price of stock, and by his records he should be able to account for all disbursements and replacements of stock.

STOCK TURNOVER

In order to produce greatest profits, it is necessary to make the capital invested result in maximum return on sales; that is, the rate of turnover must be kept at a maximum.

Stock turnover is so vital a factor in the operation of a profitable business that complete data should be kept relative to it. We suggest for a smaller electric shop a card index with a card for each type of article carried. Entries should appear on the cards of the date and quantity of an order, time re-



A pretty pastoral scene any day on the golf grounds around Del Monte while the jobbers' convention was in session. Frank Bernardin, Kansas City; Buss Holabird, San Francisco; W. E. Robertson, Buffalo, N. Y., and Garnett Young, San Francisco, contribute grace and action to the California landscape.

ceived and the amounts on hand at any one time.

Reference to the card will determine the rate of turnover, or show how long it took to dispose of the last amount ordered. It will be a guide to wise buying.

Net profit has a direct bearing on the rate of turnover.

One shop may turn merchandise over several times a year at small profit; another may turn it over slowly, and with greater margin of profit. The net results for the year will be the same, provided other factors in the business are the same.

The evident advantages of numerous turnovers can only be realized when the additional business is done on the same, or but slightly increased, overhead, and collections on the goods put out are assured. Good management will strive for the maximum number of turnovers on a fixed overhead expense.

CONCLUSIONS AND RECOMMENDATIONS

It is the thought of this division that central stations engaging in the merchandising of appliances should operate on a basis of making the merchandising department self-sustaining. To this end we would make the following recommendations:

1. The success from a merchandising viewpoint will depend to a great extent upon the selection of the manager, or, if several stores are operated, the general manager. If a merchant is employed and he is given authority to select his own sales force, then the work will be conducted on a mercantile basis. In the past the operation of an electric shop or of an appliance department has often been left to a man chiefly interested in the power and lighting business, and he viewed the merchandising field from an engineer's standpoint. In our opinion, if a central station is to continue in the appliance business—and we find no reason why it should not—it must organize its work along lines suggested in the report and conduct it on a strictly mercantile basis in order successfully to meet the competition of independent dealers and jobbers now engaged in the sale of electrical merchandise.

2. Electrical and kindred merchandise only should be sold, and only that which can be recommended to customers as entirely reliable.

3. Realizing that price cutting as a principle is harmful to the best interests of the industry, all merchandise should be sold at a price which will represent fair profit, or in accordance with standard merchandising principles.

4. No inducements of credit, deferred payments or other discounts should be made which the independent retail establishment could not profitably offer.

5. A definite policy for the conduct of the business regarding charges, credits, exchanges, approvals and deliveries should be established and all employees of the organization be made thoroughly familiar with those policies.

6. We suggest that in the promotion of the merchandise the "idea" of doing the work electrically be sold, as well as the article itself.

7. The accounting system should be on a sound basis without chance for leaks. All "overhead" costs and a fair margin of profit should be considered in the establishment of a selling price.

8. Periodic inventories should be taken indicating which are the slow

movers. Unprofitable lines should be moved at a sacrifice if necessary to produce capital to be invested in new lines.

9. The manager must know what his turnover is; he cannot guess. This means a card system for perpetual inventory.

10. There should be a definite plan and schedule for advertising which should tie in with the national advertising, and if possible the other advertising of the distributor in the district.

11. The value of the show windows, no matter of what size, should not be underestimated and the best possible use should be made of them. Window displays should be part of the tie-in in the advertising plan.

12. It is necessary to realize that fair competition is beneficial and will stimulate business for all, while unfair competition is not only disheartening but may be ruinous to other merchants in electrical lines.

13. It is a part of the business of the central station shop to further in every way a broader, better use of electrical energy in every walk of life, and better use of appliances that will save fuel, food, time and labor through the medium of this energy. The complete electrification of the household, as well as office, shop and factory, should be encouraged.

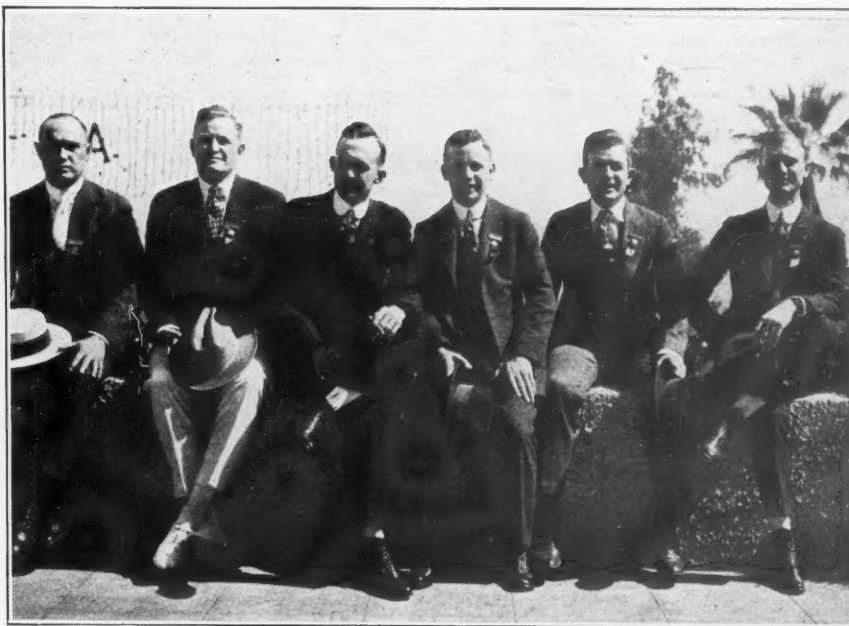
A NATIONAL BUREAU FOR TESTING APPLIANCES

The standardization and testing division of the Merchandise Sales Bureau (Oliver Hogue, Commonwealth Edison Company, Chicago, chairman) declared itself unanimously of the opinion that a "National Testing Bureau" should be established for the express purpose of testing all classes of electrical heating and motor-driven appliances. It is suggested that this "Testing Bureau" be operated along lines that would furnish to its clients a very thorough testing service, conducted along standardized lines and employing standard specifica-



Dave Harris, sales manager Pacific States Electric Company, San Francisco, and Lee H. Newbert, commercial manager Pacific Gas and Electric Company. Mr. Newbert, besides being chairman of the California Co-operative Campaign, has just been elected president of the Pacific Coast Section N. E. L. A.

tions—these specifications to be approved by a committee consisting of representatives of central stations, jobbers, dealers, contractors, manufacturers and the N. E. L. A. Tests could, to the advantage of all concerned, be made periodically on devices of which manufacturers have a large production, thus assuring the maintaining of the quality



The field force of the California Co-operative Campaign—the boys who put it over! From left to right—A. L. Spring, field representative southern district; W. F. Brainerd, field representative northern district; M. E. Hixson, advertising representative; W. F. Price, equipment expert; H. W. Angus, secretary, and R. L. Smith, field representative San Francisco Bay district.



The effete East remains to marvel and admire California's golden glamor! David Darlington, assistant treasurer New York Edison Company; Alfred F. Berry, United Electric Power and Light Company, New York, and Albert Goldman of the Bronx, New York, caught in the spell of the land of missions and magnolias.

of such appliances. Such a testing service could not but help the manufacturers of devices, jobbers, dealers and contractors, central station companies and the ultimate purchaser of the appliance.

The division recommends that a committee of all interested parties, including representatives of manufacturers, electrical jobbers and contractors, central station companies and the National Electric Light Association, be appointed in 1920 to organize, manage and direct a testing bureau as above suggested.

The division believes that the laboratory will eventually be self-supporting, and at that time the central sta-

as it should charge each manufacturer or client a fair sum for testing and reporting on the appliances submitted or for a testing service on an annual basis.

LINING UP A CO-OPERATIVE NEWSPAPER ADVERTISING CAMPAIGN

Much valuable and interesting information on the subject of newspaper advertising and co-operative campaigns is contained in the report of the N. E. L. A. Advertising and Publicity Service Bureau, prepared for the Pasadena convention by L. D. Gibbs, chairman. A useful section of the report is that on "What to Do to Launch and Conduct a Newspaper Advertising Campaign," of which Mathias Turner, Cleveland, Ohio, is chairman. It reads:

"If the central station is to make the most of local newspaper advertising and is to get the greatest amount of practical assistance from the business department of the local newspaper, it is essential that a definite plan be outlined.

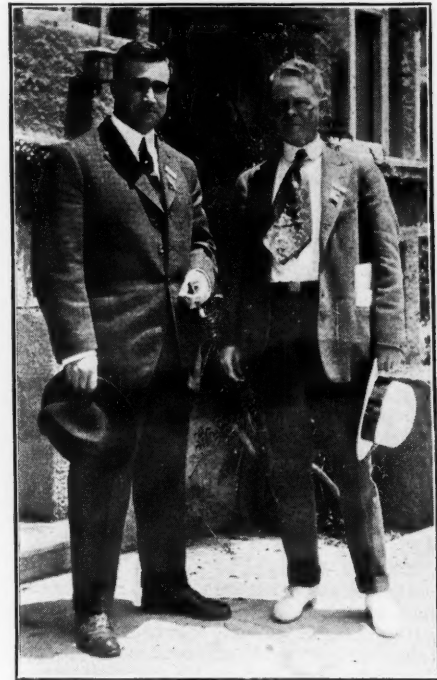
"There are two groups to be considered in working out this plan. First, the business departments of the local newspapers, and, second, the local contractor-dealers, specialty shops, hardware stores, etc., which are potential local advertisers.

To bring about the desired results the management of any central station should be prepared to do three things:

First, gather for the benefit of the business department of the local newspapers vital electrical facts about the number of homes wired in the community and the sections where those wired houses are located, the number of flat-irons in use as well as the number of washing machines and vacuum cleaners.

The central station should also make up a list of the local contractor-dealers, specialty shops, hardware and department stores selling electrical merchandise.

After getting these data the central station should call a meeting inviting the business managers of the local newspapers. The above information should be given to the newspapers



Heaven has been described as a place similar in climate and scenery to Southern California. Readers aspiring to continue in the electrical business in the future life should therefore get some advance tips from men of experience like A. E. Holloway, commercial superintendent San Diego Consolidated Gas & Electric Company, and Eugene B. Criddle, general agent of the Southern Sierras Power Company and the Nevada-California Power Company, Riverside, Cal.

tion should point out what household devices should be pushed and why. It should also give the newspaper men an estimate of the volume of business that could be done regarding possible house wiring prospects. This information is to be used by the newspapers when soliciting contractors for quality wiring advertising. In addition the central station could well afford to explain and demonstrate to the newspaper men the various kinds of appliances. If they are sold on the idea of wired homes and the use of electrical appliances, this will have a decided effect when it comes to getting advertising.

With the information received from the central stations, the newspaper men will be prepared to sell to the local trade the idea of local advertising and will also be prepared to give the local dealers, as well as the central stations, copy service.

Second. The second step for the central station is to make up a monthly advertising schedule, this to show the amount of space to be used on the various days and the items that will be advertised.

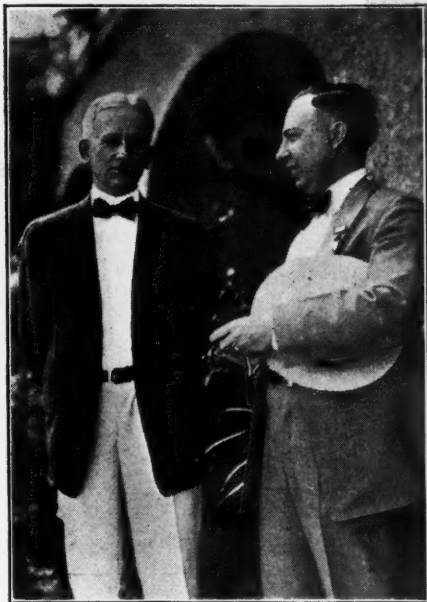
In reference to its own advertising, the central station should consider the proposition from two angles:

1. The advertising that it does to help sell the merchandise that it is carrying in its own electrical shop.

2. The advertising that it should do to help sell the idea of the household service rendered by various electrical appliances, and even though the central station does absolutely nothing in its own electrical shop, it should have a definite schedule and should do considerable advertising to educate the public to the various uses of electricity in the home.



"Golf," sneers an Iowa jobber, "is a game in which you spend a lot of time looking for not much! I'll admit it might be a fine thing to play in eternity, but not here and now." Present but not agreeing with this definition, observe "Bill" Deming, *Journal of Electricity*, San Francisco; Billy Coleman, General Electric Company, Chicago; George Osborne and Adam Page, Edison Lamp Works, Harrison, N. J., and H. Q. Foreman, Sibley Pittman Corporation, New York City.



It's hard to convince a Detroit that any other region, even Southern California, can compare with the natural beauties of Belle Isle and Lake Ste. Claire. Here you see A. C. Marshall, vice-president Detroit Edison Company, and Herbert Silvester, district agent, Ann Arbor, wondering what time the train starts back to Michigan. Silvester is the famous secretary of the Michigan Electric Association, now affiliated with the N. E. L. A.

Third. The third step in the central station's program will be a monthly meeting instigated by the central station and attended by representatives of the local newspapers and the dealers in the community who are doing a retail business.

At this meeting the central station should outline its schedule of advertising for the coming month, at the same time giving the reasons why particular devices will be featured. The suggestion should be made that the dealers tie in with the central station's schedule, each dealer advertising the particular line that he handles.

By making public the central station's advertising schedule, the newspaper man can solicit all dealers and get them to spend their own money in newspaper advertising. This will tie in with the work of the central station and in addition there will be no danger of the central station being accused of ulterior motives, because the newspaper men will see to it that the central station's point of view is made clear.

Newspaper men have a selfish interest in getting everybody to use space and in addition to this they can do more to bring about a working connection between the central station and the dealers than can usually be done when the central station, of its own accord, tries to get the dealers to co-operate.

N. E. L. A. WIRING COMMITTEE APPROVES IDEA OF "PLUG CONNECTIONS FOR FIXTURES"

The committee on wiring, of which R. S. Hale, Boston, Mass., is chairman, makes some interesting references in its report to the need for standardization of plugs at both the attachment end and the appliance end of the cord, present prices of wiring, revision of the National Electrical Code and tests of wire.

Having sought to find valuable im-

provements in wiring methods which might be recorded under the heading "Progress in the Art," the committee reports only one such improvement, "but an exceedingly valuable one," the method of plug connections for fixtures, suggested in the December, 1919, issue of ELECTRICAL MERCHANDISING.

This plan provides for fixtures to be attached to an outlet on a wall by plugging them in and taking them out, so that when they are taken away the wall is left with an ordinary flush receptacle of a standard type, which will take the plugs attached to flatirons, portable lamps, etc. This will have

several other great advantages. In the first place it will enable the wireman to leave a finished job even if the fixtures are not ready. In the second place, it will enable a house owner to move his fixtures from one house to another and to change the fixtures very easily without having to solder or unsolder joints. In the third place it will reduce the tendency of attaching flatirons, etc., to lamp sockets, because instead of screwing the plug into the lamp socket in the bracket fixture it would be very easy to unhook the fixture, leaving the wall receptacle ready for the flatiron or other device.

The Business Situation and Price Changes

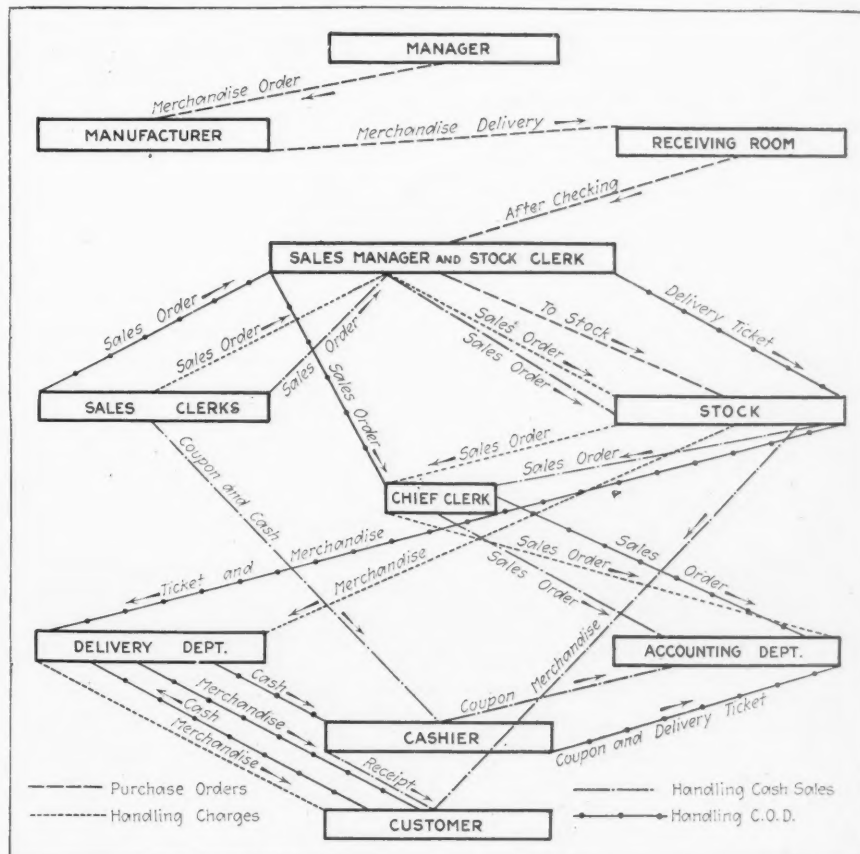
ADDRESSING the central division of the Electrical Supply Jobbers' Association at Del Monte, Cal., May 12, C. W. Banta, vice-president Wells-Fargo National Bank of San Francisco, said on the subject of the present business and financial situation:

"Manufacturers are just commencing to realize that cost, intrinsic value or the price dictated by the supply are not such powerful factors in the maintenance of price levels as are the dictates of the public mind. This state of mind is already apparent in the case of the

clothing industry and in the shoe business, where the call for lower-priced articles is already beginning to be felt.

"A most important recent development is the decision of the Federal Reserve Bank of Kansas City to adopt the Phelan plan of graduated discount rates. This plan will accomplish its purpose of curbing extensions and speculation by putting a penalty of higher rates on the bank or the bank's customers who borrow more than their share of funds.

"There has always been enough



Here is a suggestion for the organization of the merchandise sales department of the small company offered by the sub-committee on stock of the Merchandise Sales Bureau, N. E. L. A. The diagram indicates also the essential routine in handling appliance sales. (See page 282.)

money to care amply for the demands of the necessities of life, and there is always some surplus for the discovery and development of new human comforts.

"Commercial banks should have a definite policy—a written code of ethics. They should dedicate themselves to the purpose of supplying essential businesses with their legitimate and seasonable demands, no matter what general disturbance may be taking place in the money markets.

DECLINES IN CLOTHING AND FOOD WILL COME FIRST

"We can expect to see any tendency toward lower prices start with declining clothing and food price levels. This should be ample warning when it comes. Reduction as well as increase in price levels appears in those raw materials which are involved in foodstuffs and in clothing, and then, one by one, in all those other things which go to make up human comforts.

"For my part, I must side with those moderates who feel that the present year should be a good one in business and that it will take at least another year so to clarify the situation that lowered costs and lessened demand will allow competition to work out its course in lower prices.

"With the return of the real price level, incompetent, inefficient businesses are going to be eliminated from the business body.

"The key to the solution of all our problems lies in co-operation. Get co-operation by all means, both inside and outside your organizations. And drag into the light of knowledge every unprofitable practice. Remember that your competitor's ignorance or incompetence, instead of being an advantage to you, as heretofore supposed, is instead a real menace to you and your trade."

Charles L. Edgar New Head of Executive Committee of Society for Electrical Development

CHARLES L. EDGAR of Boston is the new chairman of the executive committee of the Society for Electrical Development. Mr. Edgar was appointed at the annual meeting of the society held in New York, May 4. He announced his intention to call bi-monthly meetings of this committee to give close attention to the important matters coming up for consideration and secure for the electrical industry the full benefit of the work the society is carrying on. The other members appointed upon the executive committee were: Joseph E. Montague, W. D. Steele, Fred Bissell, Fred B. Adam, L. P. Sawyer, E. W. Rockafellow, James R. Strong and J. Robert Crouse, with President W. W. Freeman a member ex officio.

At the board of directors' meeting held immediately after the annual meeting a budget was adopted to carry on the regular work of the society, including an Electrical Christmas Campaign.

The following officers were elected: W. W. Freeman, president, and J. E. Montague, A. W. Burchard, Fred Bissell, J. R. Crouse and J. R. Strong, vice-presidents.

J. M. Wakeman, general manager, and J. Smieton, Jr., secretary and treasurer, were reappointed.

In his report, J. M. Wakeman, general manager, reviewed the work of the society during the past twelve months, and laid special emphasis on the growing membership list:

"Twelve months ago the society was passing through a crisis, brought about by the withdrawal of a number of large subscribers in the manufacturing and central station field. This condition continued until

the end of the year 1919. . . . It is with great satisfaction that your general manager is able to report that all the big companies have rejoined the society, some of them upon a basis of much larger subscriptions than they formerly paid, and that many new members have been secured.

"At this present time the society is engaged in a nation-wide membership campaign. Special letters, a broadside, a letter from President Freeman and other literature have been sent to non-members throughout the country soliciting subscriptions, and to members asking for their co-operation in this movement.

BODIES WORKING TOGETHER

"At the November meeting of the board of directors, the general manager reported a plan then recently proposed for the closer co-operation of the society and the Commercial Section of the National Electric Light Association. At that time a committee was appointed to meet a committee from the N. E. L. A. and work out some practical plan for such co-operation. That was done, and the general manager of the society meets with Mr. Aylesworth, executive manager of the N. E. L. A., to discuss subjects in which both organizations are interested. In this way duplication of effort is avoided and the two organizations work in harmony.

"As reported at the last meeting of the board of directors, the society has been obliged to move its offices into new quarters. These are located at 522 Fifth Avenue, corner of Forty-fourth Street, in the Fifth Avenue Guaranty Trust Building."



HUNTINGTON HOTEL, PASADENA, CAL., WHERE N. E. L. A. CONVENTION WAS HELD

"On the Right Track for the Trade and for Ourselves"

That's What the Employees of an Electrical Contractor-Dealer in New York Write About Their Purchases of Electrical Bonds Almost at the Same Time that the N. E. L. A. Committee on the Sale of Company Securities to Customers and Resident Citizens Is Putting Its O. K. on Customer Ownership of Stocks and Bonds

CUSTOMER ownership of the electrical industry securities seems to be traveling smoothly and on a fast road in these days. Almost every month one hears of another electric light and power company that has offered to sell stocks and bonds to its own customers, and now a committee of the National Electric Light Association in an annual session at Pasadena last month put its stamp of approval on the idea.

"Build Up Your Own State" is the new stock-selling slogan of the Central Maine Power Company, which is seeking investment money in Maine for the development of hydro-electric power within that State. Nearly 20,000 shares of preferred stock have been sold in its own territory up to date in a campaign waged by the Public Service Company of Northern Illinois. Out in California the San Joaquin Light & Power Company is appealing successfully to the residents of the San Joaquin Valley to buy the company's bonds, so that money may be obtained to advance hydro-electric power development within the valley itself. Many more instances could be cited showing the growth of the customer-ownership idea—which may be called the twin brother of the idea that electrical men, in every group of the industry, ought to own many bonds of their own local central light and power company.

The movement for customer and industry ownership of electrical stocks and bonds has been enthusiastically indorsed by the report of the committee on the selling of company securities to customers and resident citizens at the annual convention of the National Electric Light Association at Pasadena. George R. Jones was chairman of this committee, the other members of which were: A.

F. Hockenbeamer, F. L. Greenhouse, A. N. Kemp and F. H. Scheel. The report reads in part as follows:

"Our first and biggest task still remains—to put our companies in the right light with the public. In spite of everything, many of our companies stand in the eyes of the public for the old iniquities.

* * *

"But the old order changeth. Many a citizen who a few years ago had

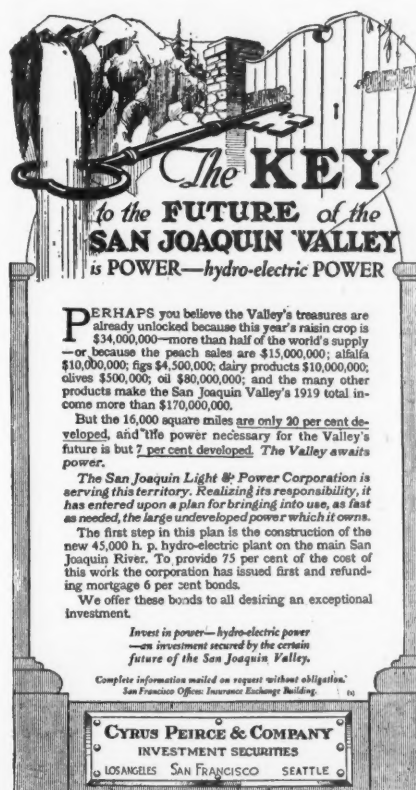
just such ideas of utility enterprises, today will stand up and acknowledge himself a friend of his home company. Let us admit at the start that this change of heart is not necessarily due to the fact that he has become a part owner of some utility enterprise through purchasing a share or more of its stock. But the change of heart has come about through that process more than any other, and every day as often as the second hand of your watch gets around to 60 another citizen has become a utility stockholder, has come to know about one of the properties represented at this convention, to understand its problems and its policies, and has enrolled himself its friend.

* * *

"Now the question is, If this plan of selling stock can make friends for the utilities, why haven't more utility companies gone into it? The answer is that they have. In fact, the sale of securities to customers has been spreading and developing so fast that it is impossible to keep pace with all that is going on.

RESULTS OF STOCK-SELLING CAMPAIGN

"The most important thing the committee has found out is that the results of the plan have been universally good. Its working out bears fruit in two ways: first, the direct immediate results, and secondly, the indirect permanent results. The immediate results are gratifying and often surprising. If the ground is well prepared the money harvest will be big. Possibly a banking house would not look at it in this way, but to a central station making its first effort at financing itself the money seems to pour in, and, fundamentally, money is the object of the plan. The im-



The KEY
to the FUTURE of the
SAN JOAQUIN VALLEY
is POWER—hydro-electric POWER

PERHAPS you believe the Valley's treasures are already unlocked because this year's grain crop is \$34,000,000—more than half of the world's supply—or because the peach sales are \$15,000,000; alfalfa \$10,000,000; figs \$4,500,000; dairy products \$10,000,000; olives \$500,000; oil \$80,000,000; and the many other products make the San Joaquin Valley's 1919 total income more than \$170,000,000.

But the 16,000 square miles are only 20 per cent developed, and the power necessary for the Valley's future is but 7 per cent developed. The Valley awaits power.

The San Joaquin Light & Power Corporation is serving this territory. Realizing its responsibility, it has entered upon a plan for bringing into use, as fast as needed, the large undeveloped power which it owns.

The first step in this plan is the construction of the new 45,000 h. p. hydro-electric plant on the main San Joaquin River. To provide 75 per cent of the cost of this work the corporation has issued first and refunding mortgage 6 per cent bonds.

We offer these bonds to all desiring an exceptional investment.

Invest in power—hydro-electric power
—an investment secured by the certain future of the San Joaquin Valley.

Complete information mailed on request without obligation.
San Francisco Office: Insurance Exchange Building

CYRUS PEIRCE & COMPANY
INVESTMENT SECURITIES
LOS ANGELES SAN FRANCISCO SEATTLE

Just what electrical development for water power and agricultural purposes means to the state or national growth, to industry and commerce and all phases of national life is pointed out or implied in this newspaper advertisement of the financial company selling bonds of the San Joaquin Light & Power Company. Who should own these bonds? Electrical men in every group in the industry ought to own many such bonds—and the bonds of other central electrical stations also.

portance of the financial aspect of the customer ownership movement cannot be overstated. Never has the demand for central station service approached what it is today. We are told that the needs of the utilities, excluding the steam railroads, in additional new capital are \$800,000,000 a year and yet money is so high as to make it prohibitive for some utilities, and inadvisable for many others, to borrow in the usual way. Customer ownership bridges the gap. Upward of \$100,000,000 has already been borrowed by central stations from their customers, and, judging

plan, the immediate effect upon the employees of the utilities is of the most importance, especially in the latest development of the plan where companies use their entire force to sell their securities to the public. Just as you can line up iron filings with the application of a magnet, so your employees seem to fall in with the purpose of the management as a result of this common endeavor. Things about their company that had always baffled them, the balance sheet, the boss' aloofness, the long nursed grudge, seem to straighten out. They begin to learn about their

in many companies with the advent of this plan. In short, all of the employees, from the officers down, get the company point of view and from that time are transformed from apathetic to useful representatives of the company.

"And last among the immediate effects, but not least, the working out of the plan throws into relief many capable men before unrecognized. This point is important. New opportunities attract ambition and brains. Woe to the central stations when, through failure to keep their eye on the possibilities for the future, they allow their business to reach a point of stagnation. How many promising young men do we know who are planning to go into the steam railroad service?

NEW RELATIONSHIP WITH THE PUBLIC

"Beneficial as are the immediate direct results of the customer ownership plan, the indirect lasting results are still better. First of all, the customer ownership plan, of course, brings a new relation between the utility and the public it serves. After the utility has placed its securities broadcast among its customers it faces a fairer public opinion. People who heretofore did not care whether the company prospered or not, or perhaps would rather not see it prosper if their bills might thereby be lowered, once they have become stockholders in the company will become interested, whether consciously or unconsciously, in its welfare, and what is true of the individual is true of the community as a whole. Moreover the company in inviting large sections of the community to become owners in its business accepts a new responsibility for giving service. As a result of the corrective influence that a stockholder's standing carries, every individual connected with the company has a heightened sense of duty when coming in contact with the public. If the company has been the object of attack and suspicion it will find that a fuller appreciation of its problems will almost invariably result. In place of its knockers it will have its defenders. If it already enjoys the good-will of its public its position will be the more intrenched. This new order of things has been particularly valuable to companies which are not owned in their own locality. All over the country the new attitude

CHARLES T. MORISON, PRES.
ALFRED H. ABBOTT, SECY.
GEO. W. HARRIS, TREAS.

TEL. VANDERBILT 2283

WHOLESALE
AND
RETAIL

The Morison Electrical Supply Co.

INCORPORATED

15 EAST 40TH STREET

NEW YORK, May 19

RECEIVED
MAY 15 1920
ANS'D.

Editor;

Electrical Merchandising;

Dear Sir;

I was very much impressed with your article in the May number on "Buy An Electrical Bond Now," for the reason that 75% of the men working here, had already invested in Cities Service stock, and it made us all feel we were on the right track, both for the benefit of the trade and ourselves.

Yours respectfully

John F. Davidson.

This letter explains itself. Suppose that even one electrical bond or one share of stock were owned by only one employee in every contractor's shop and dealer's store in the country. Would it make for even better feeling and closer co-operation between two branches of the industry—the central stations and the contractor-dealers? It would! And how much greater would this united, result-getting effort be if "seventy-five per cent" of all the employees of every electrical business owned a local central station bond? Investigate that bond now.

from reports that come from all sections of the country, the cost to a central station securing new money under this plan is much less than under the underwriting method. Under conditions such as obtain at present progressive central stations have seized upon the customer ownership plan as a financial necessity. It should be borne in mind, however, that any securities offered by a central station to its customers must have a sound foundation of bedrock values under them or a reaction may take place which may not only nullify the benefits expected from the plan but may work positive injury to the utility.

"Next to the financial aspect of the

company's affairs. They find that gross income is not net profit (here we are speaking of the rank and file), that the boss is the same kind of man they are, and soon the grudge they nursed has suddenly spent itself for want of ammunition. This is conspicuously true of the lineman or wireman who finds it unexpectedly easy to sell his company's securities and get a commensurate reward.

"Through the medium of a big single purpose, having as its object the welfare of all connected with the company, comes a breaking down of department jealousies and a spirit of mutual confidence. We venture to say that democracy has first dawned

toward utilities, as a result of the customer ownership policy, is evidenced in a thousand different ways: in the reduction of complaints, in the lessening of unscrupulous attacks, in assistance given toward securing rights of way, in co-operative endeavor to adjust rates fairly, and in numerous little helpful ways.

"Only a short time ago, for instance, the Mayor of a town in northern Illinois had bought a share of stock in his home utility for his ten-year-old son and had said to him: 'Now that you are a shareholder in the utility and a partner in its business, see to it that you take your part in looking after its welfare.' A few days later the boy and his chum came upon a broken wire hanging in the street. 'Now, stay here and keep people away and I'll go and call up the Public Service Company,' said the little fellow to his chum, and so perhaps he succeeded in preventing a serious accident. The father was proud of his boy and the company was proud of its new stockholder.

CHANGE IN ATTITUDE TOWARD THE COMMISSION

"Stock ownership also brings about a change in attitude toward the Public Utility Commission. The new partner sees the commission in a new light as an organization of broadminded men intent on protecting the interests of both investor and consumer instead of being merely a court of resort for petty disputes. He views the duties of the commission as including the safeguarding of the great business which is so necessary to his community just as much as it includes the demand of the company's customers for lower rates.

"But the effect of a security sales campaign goes even deeper. It touches the home and hearth and brings out common virtues in a way that makes it of permanent value in the community. It teaches a real lesson in thrift. In a single campaign thousands of persons who never before have owned a security get their first sense of ownership of capital through the purchase of utility stock. Hundreds of these new stockholders are children who, as they grow up and profit from their first lesson in thrift, will never forget the first share of stock that they owned in their home utility company, and thus the effect of thrift becomes cumulative.

"There is another important lesson which the plan teaches, and that is that if a community wants to be prosperous it must help its utilities to be prosperous, for the one is dependent upon the other, and the people of the community can be made to see that the money they place at the disposal of the utility for new turbines and new power lines will not only come back to them directly through the dividends which their money earns, but also indirectly through the industries which the new turbines and power lines make possible.

"Nearly every type of citizen can be appealed to by a utility company in its efforts to enlist security holders. Here is a man who wants a safe investment for his old age. He has seen good and bad times. During these periods he has watched the utilities march on in their progress without halt. The oil fields that lure the speculator are far away, so are the great steel works, and the little manufacturing plant in his town has sometimes been booming, but at other times has been shut down. But the utility company's power house, its transmission lines, its street lights and transformers are near at hand and visible. He knows their value and he realizes he must have their service. Such a man needs only the opportunity to become a utility stockholder. The proposition appeals to the young ambitious man because he knows of the phenomenal growth of the electrical industry from its beginnings in 1881 to the present time, when it is the fourth largest manufacturing industry in the nation. The young man can see its marvelous present progress and sense its future. He realizes that it has in turn built up great collateral industries and that community life is dependent upon its service. It appeals to the successful man who represents the manufacturing interests because he sees that all industry, including his own business activity, is dependent upon the utilities for its growth. The prosperous man of business wants to be known as a supporter of progressive home institutions and to be identified with them. The same is true in a lesser, but growing, degree of the farmer.

"The retailing of utility securities through the customer ownership plan attracts a very large number of women stockholders. Their earning capacity is increasing month by

month and with their new position as voters in the country comes a growing sense of financial independence. Most of them are unable to follow market values and as a result they are splendid prospects for the sale of stable utility securities.

"For the ordinary type of citizen the paying down of a small amount on the installment plan toward a 6 per cent or 7 per cent utility investment points the way to a competence. Six per cent is twice what most banks of the country allow on savings deposits. Five dollars paid every month into a 6 per cent preferred stock, with the proceeds reinvested in the stock, would by 1969 equal \$18,646.00.

"The gross business of the steam railroads of the country in the year before the Great War was \$3,118,929,300. At the present time, according to the *Investment News*, the wage item of the steam railroads is \$2,770,000,000, and if pending increases in wages are granted their payrolls will exceed their total gross business before the war. Who can say that the wage-earner is not the logical source of financing for the utility in the future?

PROSPERITY OF COMMUNITY DEPENDENT UPON UTILITY

"The permanent fruits of the sort of co-operation that is created by the customer partnership plan, as it has been developed throughout the country in recent years, are likely to be of considerable economic value in American life. Public ownership has failed. Private ownership failed in so far as it was onesided and left the community out of the reckoning. If the sharing of ownership with a great number of individuals in a community can bring about a permanent sense of partnership in the utility company and leave the progressive spirit of private enterprise to bring utility properties to their greatest usefulness, there will be accomplished a far-reaching achievement in our national life. 'A house divided against itself cannot stand,' nor can the central station if it and its community are divided against each other. So long as the citizens of a community who are using our service are helping to support the roof of our house it will not be allowed to fall. If we have succeeded in interesting a large portion of our community financially in our prop-

(Continued on page 318)

Twenty-two Little Services That You

ARE YOU making it easy for people to come into your store? Once they're in, you know, the battle's half won. Your job, as a merchant, isn't just to sell to those who already have determined on the appliance they want to buy. It's to get into your store people who haven't any idea of buying—and then sell them.

Here are twenty-two tried ways of doing the trick. Study them, decide which ones can be applied to conditions in your community—and then put them to work. You won't be able to use all of the suggestions, of course, but the more you put into effect the larger will be your stream of daily visitors.

Hold—and Wrap—Packages for Passers-by

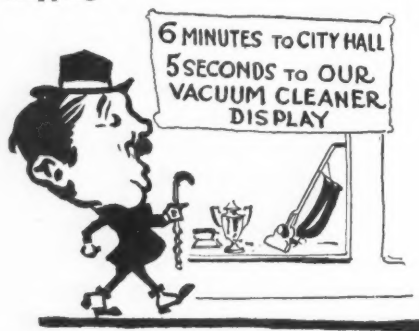
WOMEN, when out shopping, visiting or on their way to the matinee, will welcome a small sign in your window reading, "Leave your bundles with us. We'll hold them until you call for them." This service would be especially convenient if your store is near a "movie" or other theater—women hate to be bothered holding or watching a package during a three-hour performance. Also, they will welcome your offer to wrap their three or four small packages in one bundle. Charge that wrapping paper to advertising.

Ice Water for Summer Days

IN SUMMER have a tank of ice water for your visitors near the door. It won't need the "welcome" sign on the tank to make that a popular spot on sizzling days.

To Change Bills Rapidly

KEEP A SMALL STACK of envelopes handy containing \$1, \$2, \$5 and \$10 in assorted change. It will save time when a visitor enters merely to change a bill—as women frequently do when shopping.



"Minute" Information for New Arrivals

IF YOUR SHOP is near a railway station place placards in the windows announcing the number of minutes the station is from the city hall, the library, the local theaters, courthouse, newspaper offices and parks. Change the placards constantly to meet local events—as when the circus comes to town or a big convention. And, of course, you might add a bit of advertising in the line, "And only five seconds to our electric heaters" or "our cooling fans."

Sell Theater Tickets

IF YOUR STORE is in a community some distance from the larger theaters advertise that tickets may be obtained at your store at box office prices. It will be an easy matter to make arrangements with the theaters, and your neighbors will be glad to be spared the long trip to the box office. Your best prospects, you will find, will be among those theater-goers who patronize your agency.

Post a Room List for Visitors and Out-of-Town Students

A ROOM LIST posted in your store will serve four groups of possible patrons—the usual transients and newcomers in every town, summer vacationists, out-of-town students and visitors at times of special events, such as conventions, fairs, etc. It's a sure guess that you will also have the good will of every landlady and boarding-house keeper in the town.

When a Family Moves to a New Home

KEEP IN TOUCH, through the newspapers and real estate dealers, with the moving of tenants to new homes. Then offer the use of a vacuum cleaner for a few days, either in the new house or in the old house before the rugs are taken up. Discretion, of course, would have to be exercised in selecting the homes to be approached.

"And Children Coming Home from School"

TO MAKE A "HIT" with the mothers of small school children, drop them postal cards, as soon as the cold weather starts, reading, "Your children's fingers won't freeze on the way home from school if you tell them to stop in and warm them at our electric heater. We keep one going just inside our door for their especial benefit. Tell them, too, whenever their feet get wet to stop here and dry them. It may save them a cold."

Keep Writing Materials Handy

ON A CORNER of your counter, near the door or telephone booth, keep writing materials—blotter, pens, ink and perhaps even paper or postcards. The service will be appreciated.

A Bulletin Board to Supply Farm Labor

IF YOU ARE in a farming territory keep a bulletin posted for the benefit of farmers looking for farmhands and for the benefit of farmhands looking for jobs. Both will soon acquire the habit of coming in to put up their own notices on the board.



Getting the Most Out of a Scale

HAVE A SET of scales in your store and invite every one to step in and weigh himself or herself, but don't let it go at that. Here's what one dealer does: He places a pack of weight cards in a pocket on the scale. Each card has space to record three weighings. For purposes of accurate comparison, his visitors must return to the store for second and third weighings. Thus they form the habit of dropping in.

Have a Lamp Shade Class for Women

IF YOU DECIDE to have a class in making lamp shades, for women of your community, make it a *real* class—don't bungle it. Hire a woman instructor who knows her job—and who knows not only how to make shades herself but how to teach others to make them. Have regular hours for class meetings—and see that they are adhered to. Lamp shade making is a thing every home woman wants to know, and the electric shop where lamps are sold is the proper place to teach her. Dealers who offer this service to their women patrons are unanimous in commending it as a developer of good will and interest in their stores. Sell the materials to the class.

Can Try, to "Get 'em Into Your Store"

NOTE, first of all, that all of the suggestions embody the idea of service. They are things *you* can do for your fellow townsmen, with little or no cost to yourself and at absolutely no cost to your patrons. They are services in the truest sense of the word. That is why the more obvious methods of attracting buyers—

such as special sales or ideas for window displays—have been omitted in this list. It is services alone—services that you do not have to do, but which nevertheless meet the needs and conveniences of your community—that will bring into your store those scores of potential buyers whose good will eventually will make them customers.

Collect Electric Light Bills

MAKE AN ARRANGEMENT with your local central station whereby you may receive the monthly payments due to the central station by its customers. If necessary a bonded clerk in your store can receive these collections. The plan will bring these central station current customers into your store once every month and make them your appliance customers. It will save the customers many trips to the central station office, which often may be at a much greater distance from the home than is your store.

Explain Electric Light Bills

FREQUENTLY when an electric light user buys a new appliance he becomes disgruntled over the increase in his next month's bill without remembering the cause. The electrical dealer may perform a real service here, and in similar difficulties, by making it known that he will explain or straighten out these differences. Remind your customers once in a while, in your ads, that you are there for the purpose. And have a meter, mounted in a case, in your store, with cards explaining how it works.

Keep Railroad Time-Tables

THIS IS A SERVICE that will be especially appreciated when the need for a time-table means a long and inconvenient trip to the station. Have the time-tables on your counter or in a small rack.

Serve an Electrical "Afternoon Tea" After the Movies

IN A TOWN where the afternoon "movie" performance is over at three or half-past three o'clock the live dealer will find a ready audience for his appliance demonstrator if he will invite the "movie"-goers to an "electrical tea" at his store after the show. A line flashed on the screen to this effect would be all the advertising needed. Tea, coffee, waffles and toast could be served, all prepared electrically while the visitors looked on. If the dealer has no rest room for the purpose, a corner of the store will do, fitted out with a small table to hold the tea things and two or three chairs. No charge, of course,

would be made for this service, but the educational work alone frequently results in sales made on the spot. One Western dealer adapted this idea by advertising an "electric luncheon" to be given free at his store every Saturday afternoon for the benefit of women shoppers. After the luncheon his demonstrator, or "hostess," would wash the dishes with the electric dish washer.



Rainy-Day Hospitality

ON RAINY DAYS put a card in the window inviting passers-by to come in out of the rain and wait for their street cars. Of course you will pull down your awnings anyway, to shelter persons who may be waiting outside and encourage them to stand in front of your show window. But a card like this will impress them a little more strongly with your hospitality and good will!

Cashing Customers' Checks

OF COURSE you would ordinarily cash checks for shoppers whom you know or ought to know, but why not advertise this little service? Let it be known that you do this, and the women of your community will soon get in the habit of going to you for this service, instead of to the drug store or the butcher.

Sell Postage Stamps!

THIS MAY BE a rather unusual service for an electrical dealer, and yet there is no particular reason why the drug store should monopolize the stamp business. Having a supply of stamps on hand, however, will do you no good unless you advertise the fact. A small "We Sell Stamps" sign in your window will do the trick.

Have a Telephone Booth in Your Display Room

MAKE A SURVEY of your neighborhood, and if there is no public telephone within two blocks of your store have one installed in it. It will bring into your store persons who haven't been in an electric shop for months—and good display methods should do the rest. Frequently, when the booth is occupied, the visitor saunters about, looking over your counters and show-cases, and you may make a sale without lifting a finger.

Put Your Heater to Use on Cold Days

ON COLD WINTER DAYS put an electric heater in the window, with a sign bearing the invitation, "Come in for a minute and warm your hands with our electric heater." Have a heater operating on the counter just inside the door, where the hot air will strike the visitor as soon as he enters. To suggest heat in the heater in the window without using its full wattage remove the heating element, insert a keyless socket with cord attached and place a 25-watt red lamp in the socket.

A Real "Rest Room" Will Please Women Visitors

WOMEN APPRECIATE the idea of a "rest room" in your store, but they don't want it with a string tied to it. So if you are going to have a rest room advertise it as such, and let it be that alone. Don't litter it with display tables and appeals to buy, and don't, by word or attitude, hint that such is your intention.

A leading New York dealer has one appliance on each table in his rest room—an iron, percolator or toaster—with a small card explaining its uses and price. But that is as far as the direct suggestion to buy should go. Another dealer has on the tables the latest copies of motion picture magazines and women's magazines, the latter marked to show articles of electrical household interest. Still another dealer—in Oakland, Cal.—has a free telephone in the rest room for the use of women visitors. Let your advertising feature the convenience of this room to out-of-town visitors, when an hour or two has to be passed before an appointment or a train.

The Forty-nine Reasons—and the One Left Out

Why Do Women Buy Electrical Appliances? Do You Know? Do the Men Who Write the Advertisements Know Why?—Here's What One Woman in the Home and Two Men Who Are Selling Electrical Merchandise Have to Say About the Matter

WHAT'S wrong with the advertising matter of the electrical manufacturers—the newspaper and magazine “ads,” the dealer helps, the blotters, letters, folders, and so on? Is anything wrong? Some electrical folks seem to think that many manufacturers fail to appreciate the real selling points of their merchandise, that they often create a serious obstacle which the retailer must overcome before he can make his sale. Perhaps there is some ground for this opinion, which sometimes sounds like a complaint. At least the ideas expressed below by a Pennsylvania woman, a former central station advertising man, and a distributor of vacuum cleaners deserve careful reading and thought by electrical men who are responsible for making sales.

—THE EDITOR.

Why Women Buy Electrical Goods

By DOROTHY BLAKE
Sharon Hill, Pa.

I HAVE just finished reading the advertising matter of three big manufacturers of electrical appliances for the home. I own and use most of the appliances. I will own more as I can spare the money to put into them. But the main reason that I have put money into them in the past and will put more into them in the future is none of the forty-nine reasons that the manufacturers give.

It is a woman's reason, but not the proverbial one of “because.” Many reasons women have for doing things seem silly to the superior male person. But they are reasons just the same, and a woman is quite as devoted to them as though they were sensible. Even more so, for a foolish reason needs defending and bolstering up.

Well, the reason why I, and a good many more women, if they told you honestly, buy electrical conveniences is because our personal charm and dignity are worth more to us than much fine gold!

Perhaps the connection between charm and dignity and electricity isn't plain. It can't be, or the manufacturers and dealers would have made use of it long ago. The artists who illustrate the advertising matter must sense it slightly, for they suggest it faintly in their illustrations. The clever reader would translate it into terms of her own life, but most readers aren't clever.

It isn't the drudgery of housework that most women mind. It is the way this drudgery affects their personal appearance and diminishes their charm.

What woman likes to have the social arbiter of her town, calling on club business on a weekday morning, find her with head swathed in a towel or dust cap, wearing an old house dress because the strenuous work of sweeping would ruin a better one? The furniture, too, is probably covered, moved out of place to permit the broom full sway, the air full of dust. A woman

under such circumstances does not look her best, nor feel her best mentally.

And here is where the electric vacuum cleaner raises her dignity, helps her poise, adds to her charm. With it there is no need for swathing her hair, no need for other than attractive clothes, no need for the disarranging of the furniture. A turn of the switch, and the sweeping stops. She can sit down and talk with any caller and feel perfectly at ease.

WHEN GUESTS COME

A woman has guests to breakfast, to luncheon, to Sunday evening tea. She wants to serve hot toast, fresh and plenty of it. Without an electric toaster, she must leave the table, provided she has no maid, watch the toast in the kitchen range, and return to the table hot and flushed. Her mind is on the toast and not on the guests. She can't possibly appear, as she would like to appear, calm and interested. But place her behind an electric toaster, and conversation goes smoothly on, while her charm as a hostess is increased a hundred times!

Curly hair is as much a woman's right as the right to vote, and, some think, a lot more useful. She will go to any length, sleeping on bumps of rubber, strips of iron, coils of wire, to obtain it. The discomfort means nothing, but the disfigurement everything. Who ever heard of a woman who was attractive in curlers? In case she curls her hair on an old-fashioned kind of iron, she must often go to the kitchen to do it. She does not make a pleasing picture. Seat her before a dressing table with the lights soft and shaded and a silvery electric curler in her hand, and you transform her into some one even a tired husband would enjoy gazing upon.

Our average woman in 1920 is trying to make a 1910 salary do double duty. This means she must do

the ironing, sometimes the washing. She irons in a hot kitchen, with irons heated on the stove. She is hot, her clothes are mussed, and altogether she is no person to greet the friends of her "sub-deb" daughter as they come in after school. With an electric iron, however, she is cool, well-dressed and attractive. She loses nothing by the fact that she is ironing.

Suppose she must do the washing either from lack of help or financial necessity. By the old-fashioned method she must work in a steamy room, sleeves rolled above her elbows, hair stringy and unkempt, wearing

clothes of the oldest and most durable kind. She is in no mood or no condition to see any one. But with an electric washer there is no steamy boiler to take the curl from her hair and put it in her disposition, no putting her arms elbow deep into hot suds, and no old-fashioned hand wringing or rubbing to disarrange her clothes. She could, if desired, go from her washing to a shopping tour and none be the wiser.

It is this desire to look well, to appear charming and lovable, that is the big reason why most women want and buy electrical appliances. Capitalize this fact.

Don't Talk *Machines*, Talk *Service*

By H. E. STAFFORD

Formerly Advertising Manager
Narragansett Electric Lighting Company

I HAVE always maintained that every electrical appliance should be sold primarily as a time or money or labor-saving device or as a convenience and not as a piece of machinery.

Appliance manufacturers are now going into national advertising rather extensively, particularly the makers of washers and cleaners, but almost without a single exception, every one of these manufacturers emphasizes the fact that he is selling a *machine* and seems to lose sight of the important fact that what he is actually selling is a *service*.

Machinery belongs in the factory, but it has absolutely no place in the home. The very mention of the word machine suggests complications and danger to the average woman and presents a difficult obstacle which must be overcome before she can be sold.

Take the washer, for instance. Almost every manufacturer tells the world he is selling a washing *machine*. Immediately, a housewife thinks of a complicated piece of machinery such as she imagines the laundry uses to abuse and wear out her clothes. She hears so much talk about machines that she does not give proper consideration to what the machine does.

A washer should be called a *washer* and the word machine consigned to the junk heap, where it belongs. The manufacturer should realize that he is selling not a piece of machinery, but a clothes washing service, which is delivered through a simple device called a washer.

The same thing applies to cleaners. Every manufacturer insists that his electric vacuum cleaner is the best machine on the market, when he should be telling how easy it is to clean with his electric

cleaner. I have no objection to the word *vacuum*, nevertheless there is no justification for its use, because the average cleaner cleans by suction and not by vacuum. When you say *electric cleaner*, you say all that is necessary and avoid unpleasant suggestion.

The same thing applies to the ironer, which is universally known

as an ironing *machine*. Some misguided manufacturers go still further and stick to the name *mangle*. *Mangle* means only one thing—to tear and to mutilate. For that reason the makers of domestic ironers ought to standardize on the name *electric ironer*.

Every electrical appliance ought to have a name which suggests helpful service, but the folks who make them don't seem to realize it, because they are running machine shops and making machinery. Let's drop this machinery idea now.

Tell *What* the Appliance Will Do, Not *What* It Is

By A. E. ROEVER

Ohio Electric Company, New York City

RECENTLY I attended a meeting of an electrical contractors' association where a goodly number of those present expressed themselves as being dissatisfied with the results of their merchandising effort and the great question confronting them seemed to be "Why have we been unsuccessful?"

Studying the situation from the point of an outsider as well as from the inside it strikes me that the main reason for non-success often lies in the fact that not enough attention is given to the education of the general public as to what electrical appliances and electrical labor-saving devices really *mean to the average housewife*.

If we were to compare the advertising of electrical appliances with other labor-saving devices, such as, for instance, office appliances, we should find entirely different propaganda. The electrical dealer seems to take for granted that the public knows what electrical appliances are and what they will do, while the advertiser of office appliances as a rule goes into details and tells the business man exactly how they save time

and labor and produce a greater efficiency.

The electrical dealer seems to take for granted that the housewife knows what an electric toaster, washer, vacuum cleaner, percolator, etc., is and no doubt looking at it from a general point she does know; but the question is, "Does she know what an appliance of this kind *will accomplish*?" Does she know that these appliances actually will save her money? Or does she think that they are simply nice things to have but are intended for the wealthier class and not for the home of the average citizen?

I know of cases where even dealers in electrical appliances do not know the benefits, say, of an electric toaster or an electric percolator because they have had no practical experience themselves and do not use any of these appliances because they are under the impression that the old-fashioned way of making toast or coffee not only yields quicker results but is considerably less expensive than the electric way.

One of these dealers, for instance, had been merchandising

electrical appliances for a number of years and had been selling toasters, percolators, etc., because he honestly believed them to be "nice things to have," but never used them himself because he was not thoroughly familiar with the wonderful results which would be attained through the actual use until these facts were forced upon him through a conversation with another dealer who not only sold appliances but also used them. The result is that today this dealer has changed his entire plan of merchandising and instead of simply displaying these appliances he has become an enthusiastic "seller" and is moving his stock and meeting with financial success because he tells his customers what wonderful labor and money-saving devices these appliances are and what they accomplish.

ELECTRICAL DEALER SHOULD UNITE IN EDUCATIONAL PROPAGANDA

I firmly believe that if the electrical dealers would unite in starting an educational propaganda to educate the public and teach them that toast can be made quicker and more cheaply and much more palatable with an electric toaster than by any other way and that coffee can be made at the breakfast table by an electric percolator more quickly and cheaper, and be served in a much more attractive way than in the old-fashioned manner, the results would be more satisfactory to all concerned.

In other words, I believe that the average dealer falls down in the store sale of his appliances because he does not follow the house-to-house methods employed by the man who sells electric washing machines or electric sweepers. No dealer in electric sweepers would be successful if he were satisfied with simply telling a woman, "Here is an electric sweeper," and not demonstrate to her how much more sanitary she can make her rugs and how much quicker and more thoroughly she can do her sweeping with an electric cleaner, and also save the time and labor of following it up with a dust cloth which she had to do when she was using a broom.

Therefore, don't you think that in order successfully to merchandise electrical appliances we should use less time in telling the public what this appliance is and use *more* time in the education of what an appliance will do?

When the Woman Buys

BY LILLIAN KITCHENER

THE women who flock to the department store "special sales" aren't always attracted merely by the price reduction of the advertised article. That's often the biggest bait, of course, especially if the store has a reputation for veracity.

"But the time when they fall hardest," explains a store manager, "is when you've impressed 'em so deeply with the seriousness of the sale that they are willing to battle with a mob of other women just to be the first at your counter at 9 o'clock in the morning."

"That's the time when you've advertised some limit to the number of purchases that any woman may make. Or when you've advertised that 'the best ones will go first.' Or when you've announced that for that day you don't deliver sale goods, or make alterations, or charge sale merchandise. For some obscure reason, such announcements have added a mysterious but tremendous

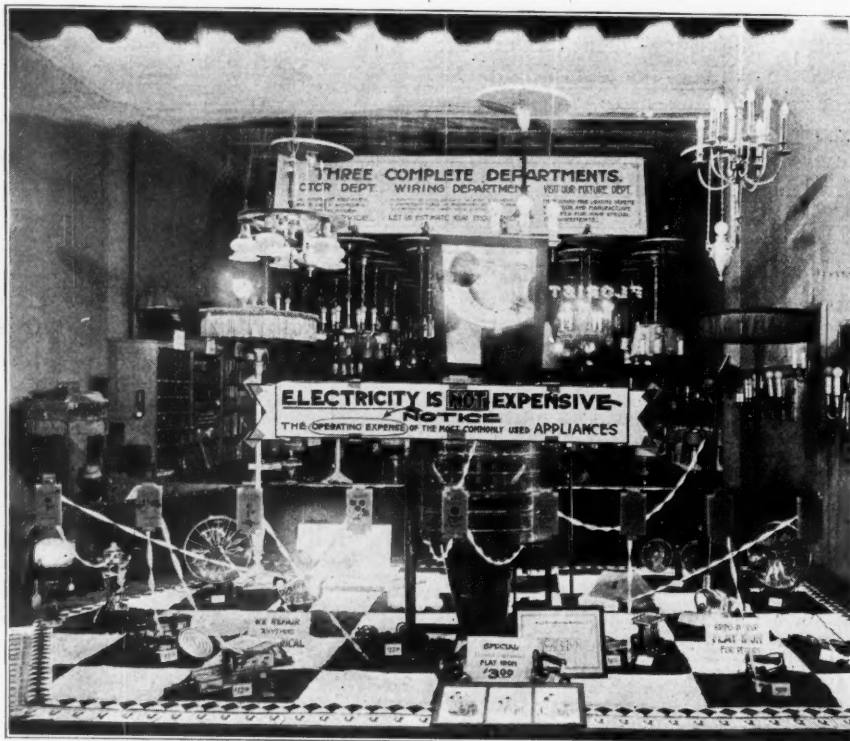
importance to your sale. Tell a woman you'll let her buy only three sale lamps even if she wants six and she'll buy those three even if she wanted only one!

"Page advertisements are curious things, too. Curious in their effects, that is. Feature the whole central part of your ad with the announcement of a reduction in the price of an electric iron. All the other prices on your page may remain unreduced, but the woman who reads your ad does so with a strong impression that there's a big sale going on in your store, with lots of things reduced.

"And when she comes to buy you may put her down as of a strange species if she doesn't buy way and above the expenditure for the sale article. For hasn't she saved on this one purchase, and isn't she therefore entitled to buy something else with the money saved?"

An extra outlet or two installed on the porch will be found useful for attaching the electric fan or portable lamp or sewing machine.

"Electricity Is Not Expensive"—How a Rochester Dealer Used His Window to Prove It



To help overcome the still prevalent belief that electricity is an expensive luxury in the home the Laube Electric Construction Company of Rochester, N. Y., recently put on this window display featuring the slogan, "Electricity is NOT Expensive." A sign with those words was pasted on the window, and directly beneath was hung a row of neat cards with actual coins pasted on them, each showing the operating cost of an appliance. The floor of the window was covered with black and white squares, like a checkerboard, cut from crêpe paper. Appliances placed in the black squares had ribbons attached to them, running to the corresponding cards on the window. The window cost exactly \$2—pretty reasonable for an educational campaign that brought the company many additional sales!

Some Fundamentals of Merchandising

How Theory and Practice Have Been Combined for the Successful Development of Electrical Retail Business

By C. E. MICHEL*

Sales Manager Union Electric Light & Power Company, St. Louis, Mo.
Milwaukee Electric Railway & Light Company, Milwaukee, Wis.

THERE are many phases of merchandising, all based, more or less, on certain underlying principles, but what is written here applies particularly to the merchandising at retail of a finished product produced through the energy of some other person. Furthermore this article is frankly based on the experience and writings of others proved up and expanded in the light of my own experience.

To make a retail merchandising busi-

ness successful, so that the human energy involved will produce a return sufficient to support it and leave a surplus, the following conditions are necessary:

1. The proper merchandise.
2. The proper organization.
3. A sufficient field.
4. A sufficient profit.
5. A sufficient working capital.

These points are all vital. Leave one out and the structure falls. With each fulfilled, nothing short of a real upheaval in the accepted order of human events can topple it. But is every condition fulfilled in your business?

We have been riding on a rising market. Fewer failures in the United States were recorded during the year 1919 than during any year since 1909. The real test of our business structures will come when prices and demand begin to decline. Unless we read the signs correctly and prepare accordingly we must pay the price, for that is the law.

A retail merchant must be trained for his work in that hardest of all schools, "experience"—or elsewhere. The theoretical knowledge we need is set down for us on printed pages, but in order to reap the reward for our

*From a paper presented before the third annual convention of the Wisconsin State Association of Electrical Contractors and Dealers.

Remodeled Appliance Salesroom of the Milwaukee Electric Railway & Light Company Combines Beauty and Convenience



The handsome and convenient appliance salesroom newly fitted up by the Milwaukee Electric Railway & Light Company in its Public Service Building measures approximately 115 ft. long by 40 ft. wide. This space heretofore had been used for the sale of wiring supplies, lamps and other merchandise, but the room has now been entirely remodeled, redecorated and refurnished.

In stocking the room decorative merchandise, such as portable lamps, silk shades, etc., has been used wherever it can be displayed to advantage. Liberal space is also provided for the display and demonstration of the larger appliances, such as washing machines, ranges, etc. The appliance display cases on the wall facing the main entrance are of special design, lined with black broadcloth and illuminated to make the nickel and silver

appliances stand out sharply. The show cases which were fitted in between the windows are also provided with interior illumination and have mirror backs. The wiring supplies which were previously sold in a part of this room have been transferred to the basement, which may be entered either through the appliance salesroom or directly from the street.

When the new room was being planned the company presented its ideas and ideals to the Milwaukee Contractor-Dealers' Association and expressed a willingness to co-operate with the dealers and electrical merchandisers of the city. In outlining its merchandising policy the company made it plain that it intended to work along the lines accepted by the successful merchants in Milwaukee and other large cities of the country.

effort we must be able to recognize the unchanging truths which generations have sweat, starved and died to discover and record, because without these all the other writings are without substance or value.

With this we will dismiss the first set of principles governing the general preparations and, without discussing the innumerable intermediate steps, take up the question of merchandising, that is, selling or exchanging goods on a more or less extensive scale for a satisfactory equivalent. The act of selling at retail differs from other classes of selling in details, but the fundamentals remain the same and, all else being equal, the man capable of most intelligently directing his business and his energies has the greatest chance of success.

Selling, as it is conducted in this day, is keen competition and partakes more or less of the nature of a contest between two minds, the salesman's on one hand, the customer's on the other, with the odds in favor of the best informed and strongest mind. As this is true it is easy to perceive the handicap under which the untrained works and the necessity for an orderly presentation of our wares.

In order that the salesman may make this presentation he must have certain knowledge, certain qualities on which to build. He must know that his house is determined to safeguard the interest of the customer as well as its own interest. He must know and have faith in his merchandise and faith in his house. He must have courage, pride, tact and faith in his ability and must, in addition, *know how*.

To my mind what follows is the key to the success of special preparation for selling:

1. We must gain the attention of our prospect.
2. We must gain his confidence.
3. We must educate him.
4. We must instill the desire to have.
5. We must sow the germ of decision, close the deal.

In the application of these principles the variation is infinite, depending chiefly on the strength, weakness and peculiarity of the salesman, the customer and the merchandise. But intelligently followed they will get results. Of that I am absolutely certain.

There are several different elements contributing to the success or failure of selling efforts based on these principles. Chief among these factors are (1) advertising, (2) the salesman, and (3) the sales manager.

ADVERTISING

Good advertising copy for utility articles such as we sell should be made up of:

1. Good illustrations.
2. Good copy.
3. Correct layout.
4. Proper type.

If the story is told in accordance with these principles the advertisement should pull in proportion to the excel-

lence of the judgment that guides their use.

It may be well here briefly to consider the buying motives to which we may appeal both in advertising and in direct selling. The combinations and variations that may be made are again infinite in number, but can generally be referred back to one of the following:

1. Spirit of gain.
2. Necessity.
3. Spirit of pride.
4. Oversight.
5. Convenience.
6. Luxury.

It is wrong to assume that a salesman will instructively appeal to the correct buying motive, because the same piece of merchandise may easily carry different appeals to different customers. In fact, the appeal to one may be absolutely repellent to another. Education, training and observation are necessary to a wise choice of selling appeal.

THE SALES FORCE

Volumes have been written on this subject and more are to come, because the support of a business is its sales.

The world is cluttered with would-be salesmen, untrained, undeveloped, unfit men and women, who think they possess the knack of selling, learning only in the school of experience and, on the way, bungling matters with their crude and amateurish methods. The fact is that the supply of really good salesmen is distinctly limited. I do not believe that this condition would continue if the good men in other branches of industry realized that there is no mystery to the art of selling, and I mean selling, not order taking. Nine-tenths of a real salesman's success is his

trained efficiency, "gained in the obscure and forgotten hours of preparation," as it has been so aptly put.

We hear much of the born salesman; I believe he is supposed to have personality, magnetism and the ability to meet and interest others. Certainly these are valuable traits to any salesman, but are they unobtainable to the ordinary mortal? I think not. Personality is a somewhat vague quality, but then it is the least important of the three, and the others are within the reach of any man possessed of physical, intellectual and moral energy. If a man is ruggedly honest, vigorously energetic and possessed of an organized intelligence he is magnetic in the sense we use it. The ability to meet and interest others is the result of organized intelligence.

The questions I want answered in the affirmative before attempting to make a salesman out of a man are as follows: Is he honest? Is he loyal? Can and will he learn? Will he obey? Has he courage? If such a man is not physically marred or has not a manner calculated to irritate or offend, by the process of intelligently directed study he can be made into a salesman.

On the other hand I tell any man contemplating salesmanship as his life work not to take it up unless he is willing to pay the price of success in the shape of hard work, rigid self-control, constant and systematic study of himself, his problems and the problems of others. If a man is not willing to give freely of his time and energy, not so much in selling as in preparing himself to sell, he had better let it alone. It is no job for the mentally or physically lazy and there is no more room for order takers.

THE SALES MANAGER

Any one from president down may be the sales manager, but when he handles salesmen he must be a manager of men.

Doubts, fears, troubles have no place in the intercourse between him and his men. Salesmen have their own troubles and look to him for help, not added worry. When they leave him he has fulfilled his duty only if they take with them renewed enthusiasm, energy, courage and the will to win. A sales manager must know and train his sales force and then hold it to strict account, but to do this he must first discipline himself.

A sales manager must be more than a salesman, more than a specialist; he must be a leader. Salesmen must look to their manager as one through whom greater opportunity will come, confident that he has the determination and ability to progress to success, and that he will not do so at their expense. Money alone will not develop real salesmen. This type of man has ambitions and must sense mental progress along with the improvement in his physical condition. The intelligent worker of today, regardless of his position, builds on the principles of advancement.

One Flag, One Country;
One Voltage, One Frequency; and
One Kind of Attachment Plug



110 VOLTS-60 CYCLES

The New Kind of Electrical Jobber Is Making Merchants First, Then Sales

Specialized Knowledge and Consistent Sales Effort on a Limited Number of Commodities Is the Fundamental Policy with the New Electrical Specialty Jobbers, Who Are Selling Merchandising Methods Before They Sell the Goods and Who Are Building Bigger and Better Business Every Day

By FRANK B. RAE, Jr.

TO MERCHANDISE motor-driven vacuum cleaners, washing machines, dishwashers and similar household appliances successfully requires a very considerable amount of specialty sales knowledge. This knowledge has called into being a new type of electrical jobber. This new species has peculiar and surprising characteristics. He appears to be concerned less with making sales than he is with the bigger business of making merchants. His aim is not primarily to induce dealers to buy, but to help them to sell, to make sure that they *know how to sell*. This aim, of course, should be that of every jobber, but it seems to characterize especially this new type.

So far this new kind of jobber has not been definitely named. Perhaps if we refer to him as an "electrical specialty jobber" we are hitting pretty close to the truth; at least we thereby differentiate him from the "electrical supply jobber" with whom we all are acquainted.

The electrical specialty jobber, naturally enough, concentrates on a limited line of goods. He operates upon exclusive territory agreements with the manufacturers, which means also that he handles one make of an appliance exclusively, excepting in isolated cases, and to a certain extent he thereby becomes a manufacturers' agent. But he is a true jobber in that he invests his capital in whole-sale stocks and maintains a warehouse from which he can, theoretically, make overnight deliveries to his trade. And of course he travels salesmen in the territory he occupies. But there his similarity to too many of the old-line electrical supply jobbers ceases.

The electrical specialty jobber, as has been said, is concerned more



R. E. Flower is active head of the Milner-Flower Electric Company of Buffalo. He has been a house-to-house canvasser, central station commercial manager, operator of a retail electrical store, supply jobber, and now is general manager of one of the pioneer electrical specialty jobbing houses in the country. Not only does he believe in specialized knowledge and consistent sales effort on a limited number of commodities, but he practices that belief—with his coat off. His big job, he says, is to make merchants first, then sales.

with making merchants than with making sales. Primarily he does not want orders, he wants agencies. His salesmen do not simply sell merchandise, they sell merchandising methods. The dealer who buys from him buys appliances plus a course in salesmanship.

Two well-defined examples of the new type electrical specialty jobber are the Milner-Flower Electric Company of Buffalo and the Commercial Electric Supply Company of Detroit. There may be—probably are—others.

The Milner-Flower Electric Company is a new concern. The Commercial Electric Supply Company is an old line jobbing house that has deliberately gone out of the supply business and into that of specialties. R. E. Flower of Buffalo started with a washing machine agency and built a specialty business around that

single device. F. W. Woolrich, head of the Detroit concern, started with a supply and apparatus business of 5,000 items and has pruned it to twenty specialties. The two companies today have almost identical aims. Let us examine these aims.

"It is obvious that with a limited number of appliances or items to be handled sales promotion work of a definite and forceful character can be undertaken by the house and carried to a successful conclusion by the salesmen. Salesmen should be thoroughly acquainted with the application of each appliance handled and able to demonstrate and aid dealers in actual sales work. Window trims, advertising, general publicity work, financial suggestions in connection with time payment paper, etc., should be part of the salesman's education. In my mind the whole

scheme is predicated upon specialized knowledge and consistent sales effort on a limited number of commodities."

These are the words of F. W. Woolrich, president of the Commercial Electric Supply Company. They are practically identical with the ideas expressed by R. E. Flower, active head of the Milner-Flower company:

"Sales promotion work and specialized knowledge."

Those are the two piers upon which the specialty jobber is building his bridge between manufacturer and retailer.

ULTIMATE CONSUMER IS THE MAN WHO PAYS

The most important fact in business is this: Nothing is ever really sold until it is in the hands of the ultimate consumer—and paid for. In the old days the producer of raw material was content to sell to a wholesaler of raw material, who in turn was satisfied to sell to a manufacturer, who in turn felt safe when he sold his manufactured product to a jobber, who was well pleased when he got an order from a retailer. Today every man in this chain knows that his success depends finally upon the ultimate consumer, and that the real job in modern business is to clear away obstructions which may hinder or deflect the course of trade to this consumer.

Thus, we see men who own forests urging people to build with wood; we see the producers of a metal alloy advertising to people who play golf; we see makers of automobile axles going direct to drivers of cars. These producers of raw materials, alloys and auto parts are not crazy. They simply have realized that the ultimate consumer is the man who manipulates the pursestrings, and they're out after that man's coin.

It is this same realization which actuates the new type of specialty jobber. He has learned that goods sold to the retailer are only half sold. He has learned that the final step in the sale—from retailer to consumer—is the most important step of all. So he has organized his business to insure that final step being taken—briskly!

Here is how he is going about it:

We all realize, of course, that the difference between a man who sells a vacuum sweeper every four days and one who sells four vacuum sweepers every day can be summed up in the composite word "know-

how." Any hallroom "hick" can "wait on" customers. But the fellow who makes a record with appliances must know what he is selling. This is the "specialized knowledge" which Woolrich of the Commercial company speaks about.

The new type of electrical specialty jobber starts in by instructing his dealers' salesmen regarding the appliances handled. In the case of the Milner-Flower company, it conducts a salesman's training school wherein erstwhile ribbon clerks are revamped into high-pressure appliance salesmen. These men are not only taught how to sell but they are themselves so thoroughly "sold" on the particular appliances handled that no competition can shake their faith. For the successful appliance salesman must be imbued with the idea that what he is selling is the best. Any wabbling of the jaw or backbone is fatal in the specialty business.

The salesmen's education does not end with mere salesmanship, as that word is generally understood. In the specialty jobber's school is taught also window display, store arrangement, a simple system of sales record, advertising and a very complete basic understanding of the difference between going after business and waiting for the cow to back up and get milked.

In case the merchant who deals with this new type of jobber has no available or worthy material out of which a successful salesman can be fashioned, the jobber finds it. A sort of employment agency is conducted; likely men are hired by the jobber on speculation, trained in the essentials of appliance retailing and turned over, ready-made, to dealers who need them.

Nor is the jobber's educational system restricted solely to salesmen. The dealer himself is instructed in the larger aspects of appliance merchandising. The importance of proper window and store display, the basic principles of stock keeping, turnover, mark-up, sales quotas, store methods, systems, even accountancy, are pointed out and explained according to his needs and receptivity. He is instructed and aided in handling time payment paper. The jobber does not sail in with any exalted idea that he knows the dealer's business better than the dealer himself, nor has he any paternalistic desire to run the dealer's business for him. The idea is that the jobber has a broader opportunity and is enabled by his

wider activities to hire specialists in each of these essentials of successful retailing. He places this knowledge and these specialists at the dealer's service.

Nor does he stop with the retail sale of his appliances. Permanent success is dependent upon the permanent satisfaction of the ultimate customer; therefore, the specialty jobber maintains a second school for service men, who are taught to repair appliances and keep them in service after they are bought and paid for by the user. In the case of the Milner-Flower company, it has an itinerant "trouble-shooter" who travels over the territory, looking into serious cases of dissatisfaction, advising and helping repairmen locally and acting as technical instructor to dealers and sales organizations which have not had the advantages of the firm's school.

WHOLESALE ONLY

These, briefly, are the functions of the new type of electrical jobber. To a greater or less extent the old jobbers have been operating along these lines, the final difference being that the specialty jobber restricts his work more closely and is thereby enabled to do it more thoroughly. A reasonably keen organization can specialize on twenty items or so and make a finished job of it, but no organization on earth can specialize on 5,000 items. Human brains aren't built that way.

To the broader aspects of the innovation, Mr. Woolrich of the Commercial company has given a great deal of thought and has reached some interesting conclusions. For example, he believes that the policy of "wholesale only" is easy for the specialty jobber and difficult for the supply jobber. On this point he says:

"While it has been the endeavor of our company in the past to confine sales to a wholesale jobbing business, the very nature of and the multiplicity of the items carried often rendered such an interpretation exceedingly difficult, sometimes almost impossible. The new policy will definitely establish a basis of wholesale distribution only and both dealers and contractors will have the assurance that nothing will be sold at retail nor will any counter trade be permitted. No broken package orders will be accepted."

Another interesting angle of the problem has to do with engineering.

Mr. Woolrich believes that apparatus of special design or application should not be stocked by jobbers of the new type, but that they might well be handled by a department composed of "specialty engineers," who would act, in effect, as a combination of the jobbers' sales engineers and the clients' purchasing agents. For example, the specialty jobber might maintain a lighting department qualified to draw plans and specifications for industrial lighting installations. The various equipment required for the installation would not

quantities and a super-service maintained in all that relates to distribution. Our dealers will be supported and assisted by every means in our power."

The attitude of the new type of jobber toward the manufacturers he represents is of vital importance to the entire industry. The jobbing business has been under fire at different times for a great many years. The economic excuse for the jobbers' existence has been brutally questioned. For example, department stores seldom buy through jobbers,

of the merchandising distributor. The manufacturers whom we represent will secure the advantages derived from concentrated, forceful and economic sales efficiency of a definite and constructive character."

The new type of jobber—the electrical specialty jobber—is not going to drive the old line jobber out of business.

So, then, the real reason behind this new adventure into specialty jobbing is the need of a specialty selling organization. You can't sell washing machines by the same methods and



Efficient Cleanliness

Modern life imposes increasing care and exactness in matters of sanitation.

Why struggle with the old methods of laundering and housecleaning when the genius of electricity stands ready to assist so clearly and so easily and with so little bother and waste of time?

Read every word describing the two modern-day servants of the household. They will enable you to bring into your daily household work the efficiency of methods which have helped make America the leading industrial nation of the world.

The EASY VACUUM WASHING MACHINE cleans by means of air pressure and suction, which forces the water back and forth through the mesh of the garments.

The action keeps the clothes gently and in the same manner as your hands do when you wash your garments. There is no friction or rubbing, no wear or tear of the clothes.

The "EASY" is simple to operate because it has no complicated mechanism.

An entire tubful is a commercial size (18" x 24" x 28")—no portable tubs are used with current water.

The clothes are gently washed and wrung at the same time.

The "EASY VACUUM WASHING MACHINE" solves your laundry problem—lengthens the life of your clothes—saves the cost of your laundry work and eliminates worry.

Household Electric Service Company
 CONSULTING ENGINEERING
 Electrical Appliances Light & Power Wiring
 Telephone Bay Ridge 9560,
 7902 Third Avenue



AMERICA
ELECTRIC CLEANER
Brooklyn, New York

May 17, 1920.

Livingston Sales Corporation,
101 East 41st Street,
New York City.

Attention Wm. L. Heffner.

Gentlemen,

This is to inform you that our last shipment of "EASY" washers was received very promptly, a fact rather remarkable at these times of uncertainty in transportation and delivery.

We wish to take this opportunity to express our appreciation to you not only for the splendid cooperation which has been extended to us in making quick deliveries of appliances, but also for the helpful advice and assistance in our merchandising.

The "EASY" washer is an "easy" clothes washer to sell, but with the large local advertising campaign conducted by you the matter of making sales requires little or no effort. As heretofore, we shall continue to feature the "EASY" washer, for we feel that the customer is receiving the greatest value for his money and that he will be forever pleased and satisfied.

Truly Yours,
Household Electric Service Co.,
W. L. Libson



Livingston Sales Corporation
ELECTRICAL Appliances
101 East 41st Street, New York
Ch. 5400, Rm. 211

If a jobber pulls one way and the dealer pulls another way, does either increase his bank account? Seldom. But if both pull together, who profits then? Answer—Both. Read the full-page newspaper "ad" and the letter shown above if you want proof. William L. Heffner of the Livingston Sales Corporation, New York, is another one of those jobbers who, like Mr. Flower and Mr. Woolrich, believes in making merchants first and then sales.

When the Household Electric Service Company was about to change from one place of business to another Mr. Heffner spent many valuable hours in helping the Household company to find its new location, open up and get started again. The advertisement shown is only one of many used by the Livingston corporation in getting business for its dealers and for itself, remembering, as another jobber says, "Our business comes through you."

be carried in the jobber's stock, but would be ordered specially for each client. In this department the jobber's service to the manufacturer would be solely in the direction of sales promotion and would not include the stocking of apparatus.

"A logical trade area for the house should be established and this area should not be too extensive," is another belief of Mr. Woolrich. "This area should be earnestly and intensively combed to secure the maximum results. Commodities in the limited lines should be carried in large

and manufacturers in other lines of business have broken away from the jobber system of distribution. The reason which one great manufacturer recently gave was significantly stated: "We prefer to take care of our own competition," by which he meant that he did not trust to the jobbers' loyalty to fight for his goods when opportunity to make an extra per centum was offered by another manufacturer. In this connection Mr. Woolrich opens our eyes:

"To represent the manufacturer intelligently and loyally is the duty

with the same kind of brains and ability that are successful in selling supplies. You can't expect the same men and methods to be successful in distributing line material and curling irons.

But in the last analysis the problem goes deeper. It isn't a question of whether or not the jobber can himself handle electrical merchandise and electrical supplies side by side, and successfully. The problem is whether he can make merchants as well as make sales. The new type of jobber is making merchants.

"The Headquarters for Things Electrical"— a Canadian's Goal for His Store

A STORE that does not rely too much on special sales to win popularity, but constantly and consistently carries out sound merchandising policies, is the store that will win in the long run, in the opinion of D. F. Streb, manager of the Electric Shop, Saskatoon, Sask. At any rate, that is what this Canadian shop is doing—in Mr. Streb's words: "We are quietly and constantly at our oars, and leave no stone unturned that will help us to popularize our store and make it the headquarters for things electrical."

Undoubtedly one of the finest Canadian shops west of Winnipeg, the Saskatoon store was planned with three objects in view—quick service, the comfort of visitors, and good display facilities. Down one side of the room run two glass show cases, one counter with a show-case front, behind which is a drawer cabinet holding small articles for quick service; a wall case for lamp cartons and irons, and two cases with sliding doors for nickel ware. Down the opposite side of the room are a vacuum cleaner stand, two glass shade displays and a portable lamp table. Two tables in the center hold heating appliances, while washing machines and ranges are displayed toward the rear.

"The success of a retail electrical store," says Mr. Streb, "involves the same principles and common sense methods that make any retail store successful."

"The store should be so arranged

that it will have a home-like appearance, be convenient for the public to enter, the merchandise so displayed that it will have an especial appeal to the customer, and be kept perfectly clean and dustless, with easy chairs at convenient places for



The Electric Shop of Saskatoon, Sask., believes an electric shop must be "convenient for the public to enter."

women visitors. Your goods must be displayed to the best advantage, easy to show and demonstrate.

"You must be able to answer all questions put to you about your merchandise in plain English, and not pour forth a lot of technical terms, which will confuse your customers."

"Our policy in purchasing goods is, of course, to sell them, and to be able to sell them with confidence we buy what we believe are quality goods and nationally advertised, because we find that nationally advertised goods move more readily."

"Should any article not prove satisfactory to a customer, we either replace it or make a satisfactory adjustment. This policy we carry

out not only in selling merchandise but also in making repairs. Our customers are cordially greeted upon entering the store, are treated with tact and courtesy, and whether they purchase or not are treated with the same cordiality upon leaving, so that they leave us with a pleasing impression and a desire to return.

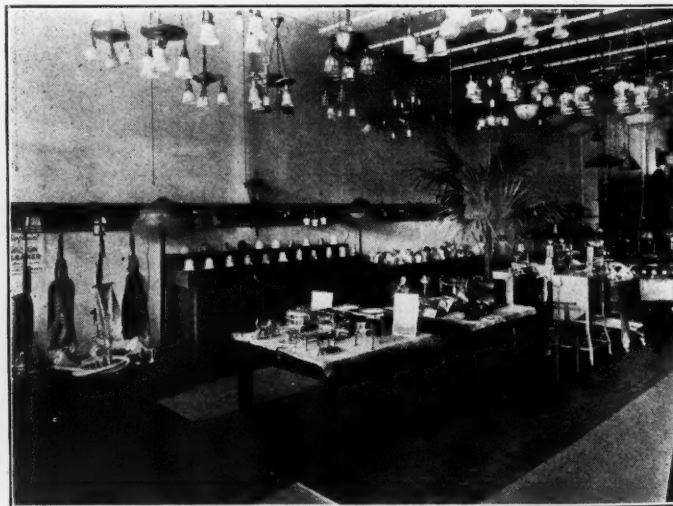
"We believe that square dealing, quality and satisfaction will bring success to any store if consistently adhered to, and that price is not the determining factor, as the cut-rate store will sooner or later find out."

What Day of the Week Do You Change Your Window Display?

Monday and Tuesday, a dealer in an eastern town believes, are the two days of the week when window displays should *not* be changed. "Window shopping," he declares, is a popular Saturday evening recreation in his town. The brightly illuminated display windows are as great an attraction as the theaters, if not more so. Those who take this form of recreation do not, as a rule, stop in at the moment to buy, but if they see anything that attracts them they usually decide to come again early next week to confirm their first impressions. For this reason, if they come back Monday and find an entirely new display, their half-formed desire will have no chance to ripen into decision. On any other day in the week, this dealer believes, window displays may be changed, but not on Monday or Tuesday.



Is your store the "headquarters for things electrical" in your town? That is this Canadian dealer's aim, and he believes sound display methods have a big part in achieving that end.



Tables down the center of the room and one or two easy chairs give a home-like appearance to the store—a desirable ingredient in Mr. Streb's recipe for success.

Council on Industrial Relations Organized by Contractors and International Brotherhood

ORGANIZATION of the Council on Industrial Relations for the Electrical Construction Industry in the United States and Canada was effected by the representatives of the National Association of Electrical Contractors and Dealers and the International Brotherhood of Electrical Workers at a meeting held in New York on April 30.

The report of the committee on organization and procedure appointed at an earlier meeting of the Council was adopted in the following resolution passed by the Council:

Whereas the National Association of Electrical Contractors and Dealers at its Milwaukee convention in July, 1919, adopted a declaration of principles and authorized its National Executive Committee to appoint a committee of five to confer with a committee of five appointed by the International Brotherhood of Electrical Workers for the purpose of deciding on means for applying the principles, and whereas the International Brotherhood of Electrical Workers, at its New Orleans convention in September, 1919, adopted the same declaration of principles and authorized the appointment of a committee of five to confer with the committee appointed by the National Association of Electrical Contractors and Dealers; and

Whereas the committees so appointed met in New York on Jan. 26, 1920, and by resolution organized themselves into a National Council; and

Whereas the National Executive Committee of the National Association of Electrical Contractors and Dealers on Jan. 27, 1920, ratified the actions of its committee, and whereas the National Council so created held a meeting in Washington, D. C., on April 20, 1920, and appointed a committee on organization and procedure to report at this meeting on April 30, 1920, in New York City; now therefore be it

Resolved, That the report of the said Committee on Organization and Procedure be and is hereby adopted; to wit:

1. That the name of this body, created by the joint action of the National Association of Electrical Contractors and Dealers and the International Brotherhood of Electrical Workers (hereinafter called the member organizations) shall be:

THE COUNCIL ON INDUSTRIAL RELATIONS
FOR THE
ELECTRICAL CONSTRUCTION INDUSTRY
IN THE
UNITED STATES AND CANADA

hereinafter referred to as the "Council."

2. That whereas it is the primary purpose of the two member organizations to remove the causes of friction and dispute, the Council conceives its principal function to be that of study and research to the end that it may

act with the fullest knowledge of these causes, and that it may secure the largest possible measure of genuine co-operation between the member organizations and generally between employers and employees, for the development of the industry as a servant to society and for the improvement of the conditions of all engaged in the industry.

That the Council earnestly urge upon the member organizations and each constituent body of them, that reasonableness, patience, good will and a serious endeavor to see the merits and justice of claims put forward by the other party, which in this, as in all other efforts of men to substitute harmony for strife, are an indispensable foundation for co-operative effort, without which the Council cannot achieve success in its purpose.

3. That the Council shall consist of five representatives appointed by each of the member organizations.

4. That two of the present representatives of each of the member organizations shall serve for one year and until their successors are appointed; that three of the present representatives of the member organizations shall serve for two years, and until their successors are appointed; and that thereafter each member organization shall appoint alternately each year two representatives and three representatives, all to serve two years and until their successors are appointed. The member organizations shall appoint representatives to fill vacancies in the Council caused by the death or resignation of representatives.

Representatives shall serve without compensation from the Council.

Either member organization may withdraw its representatives from the Council on four months' written notice to the other member organization.

5. That the Council shall meet upon call of the chair, or on written request to the chair by three members.

That all meetings of the Council shall be open to the public.

That a quorum shall consist of three of the representatives of each member organization. The representatives of each member organization present at any meeting shall have the right to cast the votes of absent representatives, and in the absence of a quorum shall appoint one alternate to take the place of an absent representative.

That the Council shall hold an annual meeting for the election of officers in April of each year.

6. That the Council shall elect at its annual meeting a chairman, a vice-chairman, an executive secretary, a treasurer and two members of the executive committee. The executive secretary and treasurer may be the same person. All officers shall serve one year and until their successors are elected. An officer may succeed himself.

7. That the chairman, the vice-chairman and the two other Council members elected by the Council at its annual meeting shall constitute the executive committee. When the Council is not in session, the executive committee

may exercise any and all powers of the Council.

8. That the Council may appoint such committees from time to time as may be considered advantageous by the Council in promoting the purposes of the member organizations in creating the Council. The Council may delegate special powers to any committee it appoints. The Council may appoint on committee or may allow committees to select such persons of special knowledge, not members of the Council, to serve in a consulting capacity, as may best serve the Council's purposes. The Council may appoint from time to time committees for special study and research. The Chairman of each such committee shall be a member of the Council but the members or any of them may be persons not members of the Council who have special knowledge of the matter or subject to be studied. All such committees shall report their findings and recommendations to the Council.

9. All officers shall serve without compensation. The Council may rent a suitable office and purchase or otherwise acquire equipment for it; and it may hire such persons as may be needed to perform the office work incident to the operations of the Council.

The expenses incurred by the Council shall be borne equally by the member organizations.

10. That the Council shall interpret the declaration of principles adopted by the member organizations.

11. That the Council shall adopt the following procedure in the adjustment of disputes:

When a dispute arises which cannot be adjusted by the existing local machinery, and notice to that effect is received by the Secretary of the Council, from either of the parties to the dispute, the Secretary of the Council, after investigation, may, if circumstances warrant, request each side to submit the dispute to a board of conciliation to be composed of two representatives from each side, parties to the dispute, and one representative to be selected by the Council who shall act as chairman but cast no vote.

The appointment of representatives by the parties to the dispute to act for them on the board of conciliation shall constitute a voluntary agreement between the parties to accept as an effective agreement between them the unanimous decision of the board of conciliation.

If the board of conciliation does not reach an agreement it shall make a finding of the material facts and state the reasons why it has been unable to reach an agreement. The chairman shall report such finding and statement to the Council and the Council shall determine the matters so submitted as arbitrator. If the Council reaches a unanimous agreement it shall report its decision back to the board of conciliation through its chairman, and the board shall then state the agreement between the parties to the dispute the same as if the board itself had reached a unanimous decision. If the Council shall fail to reach a unanimous decision it shall make majority and minority reports and transmit this to the chairman of the board of conciliation, who shall immediately publish them in order to inform the public of the material facts and the reasons why the

Council has been unable to reach an agreement.

After adopting the above resolutions the Council proceeded with the election of officers. L. K. Comstock was selected chairman, James P. Noonan, vice-chairman; Frank J.

McNulty, secretary and treasurer. W. A. Hogan and Alfred J. Hixon were selected executive committee-men.

The Council authorized the secretary to rent an executive office in Newark.

wood fiber board, with one fixture hung in the center of each square. An attractive feature of this room is the display table in the center, which holds candlesticks and smaller lamps.

The third floor is the fixture assembly room, and the workshop, which has also received careful attention, is in the basement.

A Store That Was Built on the Principle That "Thoughts Before Make Profits Later"

IN PLANNING the new building which was to be the permanent home of his business, Herbert E. Smith, electrical contractor-dealer of Batavia, N. Y., decided on the following two principles:

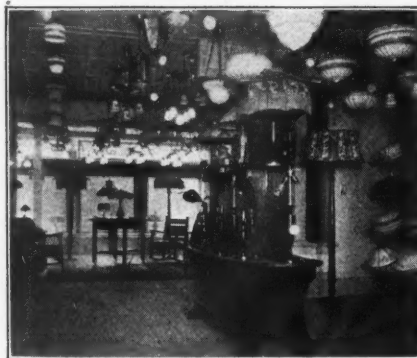
"An attractive exterior is the battle half won."

"An interior that is planned for attractiveness *and* for convenience, is the battle won."

The building, in its final form, has its front entirely built up of white porcelain-faced bricks—except the window spaces, of course, which are generous in size and plentiful in number. The display windows on the street are low and are in three sections, planned to give the most possible display space. The smaller section, in the center, is convenient for featuring one appliance. The backs of these windows, moreover, are also glassed and latticed, giving plenty of light to the interior besides adding to the decorative plan.

The first floor is the main display room. One side is lined with shelves and drawers, all properly labeled, and glass cases for the

smaller appliances and all kinds of supplies. The other side of the room, clear up to the front, is used for displaying and demonstrating the



This is part of the fixture display on the second floor. Attractiveness and cheerfulness are featured here.

larger appliances, such as washing machines and vacuum cleaners.

The entire second floor Mr. Smith planned to use as a fixture display room. Here, also, the front windows are large and cheerful, affording a comfortable corner for the customer to rest while choosing the fixtures. The ceiling is paneled with

Get the Merchants in Your Town to "Ring Up" Their Daily Visitors

BY H. L. CLAWDELL

There's a chance for the enterprising electrical dealer to make a number of profitable sales to other merchants of his town by calling to their attention the uses to which electric numeral signs over their doors might be put. These electric signs are now used by many large theaters for flashing the numbers of taxis. Placed over the door of a retail store, however, they may be used to "ring up" every one who enters the store and thus flashing to passers-by the number of visitors to that store during the day or week, as the case may be.

Many passers-by, seeing the sign, would enter the store just for the novelty of being "rung up" on the electric sign. And those who didn't enter the store would at least do a lot of talking about the sign—all of which means good publicity.

There are several occasions when the electrical dealer has an especially good chance to sell these signs; for



Believing that thoughts before make for satisfactory profits later, the owner of this store built it on the theory that attractiveness, both inside and out, plus convenience for the customer were the essentials which would insure success.

example, during the week of a store opening, during a special sale week, and during any week, in fact, when the merchant is offering a special attraction. And then—think of the wonderful chances of selling another sign to the merchant across the street, who's been watching the numerals flashing on his competitor's sign!

Merchandising Co-operation of Benefit to All, Says M. B. Wheeler

CENTRAL-STATION SALES MANAGER

"As a public utility commercial agent I am thoroughly in harmony with that close co-operation which is so evident in the electrical industry today," declares M. B. Wheeler, commercial manager of the Wisconsin-Minnesota Light & Power Company, Eau Claire, Wis.

"The great possibilities brought about by the intense activity in the merchandising and new-business field are almost without parallel. Central stations, of course, benefit from this increased merchandising activity because it means the up-building of loads, but co-operation, which means the harmonious expansion of the industry in the end, is to the benefit of all."

Mr. Wheeler is one of the pioneers in the electrical industry and is able to look back to 1895, when he first started in the field of electrical construction. Since then, he has followed the many changes and improvements in the industry, having been through the phases of electrical construction, jobbing and commercial activity with public utilities.

"I am an ardent supporter of merchandising by the central stations," he says, "and do not believe such activity by them, when properly conducted, can be anything but a great help to the contractor-dealer. To place electrical devices commercially and in the home on meters already installed is the most effective method of building up not only the central station business, but the industry as a whole.

"In this connection," Mr. Wheeler added, "I believe ELECTRICAL MERCHANDISING to be the magazine that is and shall be the active agent to bring together and cement the interests of contractor-dealer and central station—both of them servants of the public."

Let "Electrical Merchandising" Help You in Planning Your Convention



MOST electrical conventions are poorly planned.

Planning and running a live, interesting and successful convention is a job all by itself, and requires special aptitude or experience in convention work. Just as the average layman would have difficulty in planning or installing a job of electrical work, and wisely calls in an expert electrical man, so association officers or committees who are up against the problem of planning an electrical convention can undoubtedly benefit from the suggestions of men who have made a study of conventions and with whom convention going is an every-day business.

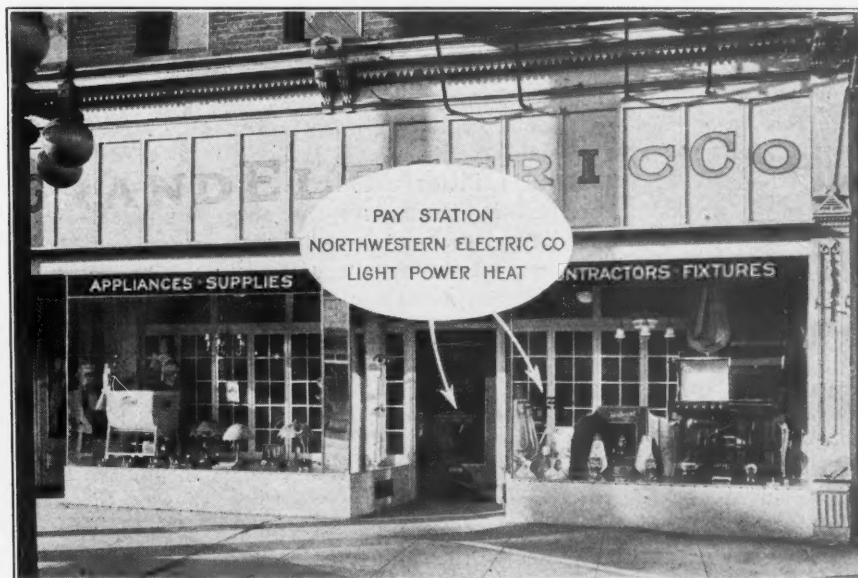
The editors of ELECTRICAL MER-

CHANDISING attend hundreds of electrical conventions and meetings every year. They have been studying the strong points of the successful meetings; the weaknesses of the ones which disappointed their members. They have analyzed papers, addresses, speeches, and committee reports in their notebooks are filled with memos of ideas and features that made past conventions "successful."

The benefit of this broad experience in convention matters is yours for the asking. ELECTRICAL MERCHANDISING offers you practical suggestions on laying out your program and advertising the meetings, lists of live subjects which will bring out attendance and arouse discussion, the names of forceful speakers and business experts from outside the industry, and a wealth of minor suggestions which will make your convention program move efficiently and smoothly.

Address Convention Bureau, ELECTRICAL MERCHANDISING, Tenth Avenue at Thirty-sixth Street, New York City.

In Portland, Ore., Electric Light Bills Can Be Paid Through Nearby Contractor-Dealer Stores



The Northwestern Electric Company, which furnishes electric light and power in Portland, Ore., believes in co-operating with local electrical dealers and arranges for its monthly electricity bills to be paid through contractor-dealer stores. The picture shows the Grand Electric Company's retail store with its signs on door and window announcing "Electric Light Bills Payable Here."

Customers are thus saved the time and trouble of going to the company's main office and the Grand Electric Company is assured a visit once a month from hundreds of residence customers, many of whom stop to buy appliances or leave orders for wiring jobs.

This plan of collecting electric light bills in Portland through dealers is meeting with great success. A similar plan in use in St. Louis was described in page 243 of ELECTRICAL MERCHANDISING for November, 1919.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

believes that:

1. Goods must be sold and business done at a profit.
2. Business comes to the man who goes after it.
3. Central stations must compete with other retailers at a profit.
4. The contractor-dealer must go after business if he expects to get what he deserves.
5. Discounts in the chain from manufacturer to jobber to dealer must be so adjusted that every man who has a function gets paid for it.
6. It is to the central station's interest to encourage and foster retail sales by every retail electrical dealer in its community.
7. Electrical contractor-dealers should cease selling merely wiring jobs or appliances, and sell an electrical service.
8. The electrical merchant—central-station man, as well as contractor-dealer—must analyze his business, know his costs, and adopt modern merchandising methods in both buying and selling.
9. The electrical trade must think and practice "Quality Electrical Work," using quality materials. This means that owners, architects and builders must be shown the advantages of equipping houses throughout with convenience outlets; that plugs and receptacles must be standardized; that fixtures should be equipped with standard-plug connections; that lighting outlets and switches be located with regard to the principles of good illumination and convenience; and that meter-boards be so located that meters can be read without entering the house.
10. It is the duty of every electrical man to help educate the public to use electricity and electrical devices that lighten the labor of the home, office, shop and factory. To this end we urge local newspaper advertising on the part of every dealer handling electrical appliances, and that advertising departments of local newspapers be made part of the local electrical industry.

Capital Invested in Utilities Must Be Protected

NORFOLK, VA., has come out with a corporate platform of encouragement and invitation to public utility investors. The city, by enactment, actually guarantees both the capital invested and the return on that capital where put into utilities within its corporate limits. Capital legitimately invested in public utility properties will be safeguarded and protected by the municipality, both as to principal and as to a just and inviting return thereon, after reimbursement to the company for expenses incurred in providing service.

Norfolk recognizes that public utilities are necessary and as businesses are amenable to the same laws as other businesses. Successful utilities encourage not only healthy growth in the utilities themselves, but also the development of other enterprises in the community. Norfolk is building for its own future in its new policy of building up Norfolk utilities on a basis of "Service at a fair profit."

Beginning with the A B C's of the Sale

YOU remember the story of the man who was urged to invest in a baby carriage factory: "Nothin' doin'" sezze. "By the time this new perambulator plant gets into production the babies will be all grown up."

A lot of folk, especially salesfolk, unconsciously drift into this error, forgetting that there is always a new crop of babies coming along, in the manner of speaking.

When we first pick up a new appliance or a new line of merchandise or a new proposition we begin at its A B C's and proceed more or less logically to acquire an understanding of our subject. But as we ourselves move nimbly forward from the simple lessons of the

kindergarten to the more practical and mature college and post-graduate knowledge we are all too likely to forget how supremely important to beginners are the A B C's. Like the man who wouldn't invest in baby buggies, we somehow assume that "the babies are all grown up."

Nature does not work that way, and salesmen should guard against starting their selling story from any angle but that of its simplest terms.

Partners in Distributing Electrical Supplies

THE jobber and the manufacturer are partners in the selling game. It's worth the while of each, then, to study the problems and difficulties of the other. But, it is upon the jobber's salesman that the weight of the responsibility for the manufacturer's selling problem really centers after all.

What things are to be done to keep the jobber's salesman in closer touch with the manufacturer?

An occasional trip to the factory will help. And periodical visits of the manufacturer's specialists can aid the jobber's salesmen and inspire them anew. Special drives during certain weeks when the jobber's men specialized on selected manufacturers' lines have stimulated sales and increased the movement of the lines concentrated upon.

The sales forces of jobber and manufacturer must co-operate. They must come to know each other better. They are partners in the business of distributing electrical merchandise and supplies.



Are You Ready for the County Fair?

MORE and more electrical dealers are coming to appreciate the advertising value of exhibiting at the big fairs that usually take place once a year at the county seat. Now is the time to prepare for yours, if you're going to have a county fair this fall—or, if you've never had an electrical show at the fair before, to get your dealers together for the first one.

The first step in getting the human machinery for handling the show ready for operation is to appoint a committee of arrangements and then the other committees, if there are any. It doesn't cost so much, either, to put the show on. At an electrical show at the Minnesota State fair, for example, a building at the fair grounds was rented from the fair association for \$820. It was divided into thirty-two booths, which were rented to electrical exhibitors at \$50 a booth. The \$1,120 profit was spent in putting the building, which was an old one, into shape and in advertising. The advertising fund amounted to about \$900. Newspapers, electric signs, placards and letter stickers were, of course, all used to create interest and draw crowds.

The estimated attendance at this electrical show during the week of the fair was 200,000. On the opening

day the aisle space in the building was so crowded that it took forty-five minutes to worm one's way from one end to the other, a distance of only 200 ft. Every company which co-operated in the plans was well pleased with the results. Dealers and contractors got enough business out of the show to more than cover their expenses, to say nothing of the advertising gained.



"Recognized Dealers" and Roofless Tents

P. T. BARNUM once made quite a little pocketful of change by erecting a roofless tent and charging the public admission to look at an eclipse of the moon. This incident is cited as an example to prove that the sucker crop is inexhaustible, but what it actually proves is that a smart man can get away with almost anything *once*.

Sometimes there seems a tendency to repeat Barnum's exploit in the electrical trade. Roofless tents are erected here and there by those who would restrict the retailing of electrical appliances to a self-constituted group of "recognized" dealers.

There's nothing in it, friends. The only qualifications which entitle any dealer to special consideration consist in his superior knowledge of his merchandise and in his service to his customers. Unless the showman with the "roofless tent" has a specialist in lunar eclipses inside most folks will stay outside, where they can get a better view free. The "recognized dealers" can no more corner the retail electrical business than Barnum could corner the view of the eclipse.

But the business will go to the man who knows his goods, who goes after sales, and who best serves his customers. Such a merchant need invoke no claims for preference or restriction. *He is "a recognized dealer" in the largest and truest sense.*

Getting at Standardization

BECAUSE people are of diverse mentalities and have divergent interests, because it isn't human nature to sacrifice a personal advantage for the common good, progress toward an ideal closely resembles Lincoln's description—"like shoveling a bushel of fleas across the barn floor." In the midst of which process we rise to ask whether one way to make quick and sure progress is not by attacking the job piecemeal.

In this matter of standardizing attachment plugs, for example, supposing the Sales Managers' Conference of the Edison lighting companies adopts the standard plug with parallel blades as standard for all the appliances sold by its affiliated companies, this would mean that attachment plugs on all appliances sold by the Chicago, Brooklyn, Detroit, Providence, St. Louis and a dozen more large central stations doing an aggregate of many

millions of dollars' worth of merchandising would be uniform. Then suppose the National Association of Electrical Contractors and Dealers standardized the same plug; then the washing machine manufacturers' association, the vacuum cleaner manufacturers' association, and then the licensees of nichrome resistance wire. Then would it not be a short step for the electrical men in the Far West, who are so skilfully and solidly organized, to adopt a standard plug in that territory?

An alternative plan is to hold meetings and talk about standard plugs and receptacles. Most electrical men love meetings and some have a large confidence in the efficacy of conversation, but bitter experience teaches that a mouse-power of energy in applied action beats a horsepower of energy dissipated in speech.

Have We Better Names for Jobber and Contractor?

SUBSTITUTION of the sensible term "power company" for the enigmatic "central station," as a step toward helping the outside public to understand the groups in the electrical industry and to read current electrical discussions intelligently, suggests that perhaps better expressions might also be found for some of the other groups.

"Jobber" is a term that many people do not exactly understand. To some it has acquired an unpleasant meaning from jobbers' activities in other industries. And in certain sections electrical repair and installation work is known as "jobbing" and the man who does it is a "jobber," or at least so he announces on his sign. Perhaps, in view of all this, "wholesaler" would be a better name for those who wholesale or sell to others for resale. Automatically the term "wholesaler" explains very clearly what the group does by a word which every one understands.

"Contractor" is another term that is retaining less of its original meaning as electrical installation work is being taken more and more on a "T-M" or time-and-material basis. If the electrical installer of the future is no longer to take contracts on a lump-sum, do-it-or-bust basis, he should drop the name of "contractor" from his letterheads and directory classifications. And as most average-sized contractor-dealers today are giving chief attention to the merchandising ends of their businesses, we suggest that the term "electrical dealer" will fully cover the needs of those who install wiring and sell appliances and equipment. Of course there will always be electrical "contractors" who take large work on a contract basis, but if for average-sized jobs the idea of time-and-material work is to be furthered the way to do it is to stop talking about contracts and contractors.

A Slogan with a Meaning

THE prevalence of advertising slogans, which is an index also to their value, is shown by the fact that exactly 750 commercial catch phrases were registered in *Printer's Ink* "Clearing House" up to February 26, 1920. But not all slogans are as effective as that recently adopted by the Stroud-Michael Company of Cleveland: "Everything we sell, we service"—a blown-in-the-bottle guarantee that continuous satisfaction goes with every appliance sold.

IDEAS FOR THE MAN WHO SELLS



Plans, Schemes and Methods to Increase Sale of Electrical Goods



Have Picture Postal Cards of Your Store

Many of the minor communications of a dealer may be just as adequately expressed on a postal card as in a letter. Besides saving postage, this method suggests the advertising value of the card if used to carry a picture of the store. The William Hall Electric Company of Dayton, Ohio, has its own postal cards showing views of its main salesroom and second floor fixture display. The pictures are in colors, reproducing the agreeable green, gray and white of rug, walls and furniture.

Why He Advertises Small Initial Payments

"Why is it that you advertise such small first payments when you put on a sale?"

That is a question he is often asked, says Harry Bohn, general manager Sterling Electric Company, Minneapolis, Minn., and he answers it this way:

"It is only common sense, as I see it. If we put on a sale—for instance, a vacuum cleaner sale—we will advertise the commencement payment as \$2. Now, \$2 seems ridiculous. But why do we put it at \$2? It's because we want to put the salesman in a position so that when he goes out and talks with a customer, he'll get his order right then and there. You know, it is with them just as it is with my wife and many other wives—they haven't got many dollars around the house or in their pockets. And if they haven't got \$5 in the house, they are not going to tell you about it. There is the problem the salesman meets. He talks to Mrs. Jones, he has got her 'sold'—

and when he tells her the initial payment is only \$2, she will fork it out. She will have \$2 when she wouldn't have \$5. Seventy-five per cent of women may have checkbooks or they may not, but they don't keep much currency around the house.

"It is a little thing, but the salesman knows what it means. If he doesn't make the sale right off the bat, he has got to come back—and by that time the customer has cooled down and he has to 'sell' her all over again."

Making a Prospect List for Electrical Water Supply Systems

Personally canvassing a rural district is a sure method of "bringing home the bacon" for the dealer in country water supply systems. If supplemented by a circularizing campaign so much the better, provided a live prospect list is being followed up. Here are seven methods which dealers have found helpful in getting prospects' names and in keeping the file up to date:

1. Obtain names of country electrical consumers from the electric light company and names of suburban residents who have current but are without city water. Home owners who know the comforts of electric light do not usually need much persuasion to install a water system.

2. Get the names of water lift owners in town.

3. If the dealer does not himself handle a light plant, he will find it easy to make reciprocal arrangements with the light-plant dealer for the names of the owners of farm-lighting plants.

4. At the city water company's office may be obtained the names of residents beyond the city water mains who have asked for the extension of the mains.

5. The architects usually are in a position to furnish names of good prospects.

6. In towns where sub-divisions are being promoted the real estate agents will be able to furnish the names of new home builders.

7. Make reciprocal arrangements with the dealers in implements. They are familiar with the rural districts and can recommend prospects or provide general lists in return for the valuable "leads" which the water dealer can give them.

"What One Cent Will Buy"—A Window That Helped Popularize Electricity in Buffalo



Probably more than one Buffalonian sniffed, when he first glanced at this window of McCarthy Brothers & Ford, "as if every one didn't know that any value the cent ever had has almost disappeared since the war." Nevertheless, the most dismal complainer of the H. C. of L. must himself have been surprised at the amount of electrical service one cent will buy. Each appliance displayed carried a card stating how long one cent's worth of electricity would operate it. The one-cent idea was further carried out in pennies pasted on the cards, in the huge "Lincoln penny" made from beaver board and in the large white paper "1c." sign pasted on the window. This window display, although designed for Lincoln's Birthday, embodies an all-year-round idea. It cost the Buffalo company exactly \$7 to put on.

Looking for a New Name for Your Shop?

\$50.00

FOR A NAME

We are about to open an Electric Store at

133 Tenth, Near Alder

and want a suitable name for it. Fill out the following blank and mail it in.

FURTHER

We will allow any one who turns in a name a \$5.00 credit slip on any Washing Machine, Vacuum Cleaner, Mangle or other appliance which we handle listing \$50.00 or over if purchased within 30 days from date.

SHOULD THERE BE MORE THAN ONE

send in the name which we select the \$50.00 will be divided. All replies must be in by 6:00 P. M. October 29.

Store name.....
Your name.....
Address

Mail Answers

133 Tenth, Near Alder

Store Opens October 30th

George A. Humler of Portland, Ore., recently opened an electrical store at 133 Tenth Street in a novel way by offering a \$50 prize for the best suggestion for a name for his store. The ad, which was inserted in a local newspaper, promised to any one who turned in a name a \$5 credit slip on any appliance listing \$50 or over if purchased within thirty days. Most every one in Portland, apparently, saw the ad, and besides attracting general interest in his store, Mr. Humler's scheme solved the problem of a name for it. It is now called "The Electric Maid."

Fanning Old Glory—A July Fourth Window

Among the best of fan displays is that of having a silk American flag in the window on Fourth of July week with a variety of fans—all pointing in the same direction—to keep it a-flutter. The flag should be placed high at one side of the window and three or four fans of different types and sizes arranged on pedestals with drapery, etc., so directed as to keep the flag tumbling and blowing. If thoughtfully arranged, this window always makes a hit, for the waving flag provides a strong attraction feature.

31 Cents Was the Current for This Banquet

Thirty-one cents—or, to be exact, 31.128 cents—was the total cost of the current used to prepare an electrically cooked meal recently enjoyed by forty-five members of the sales and executive staff of a St. Paul electric company. The entire meal was

prepared by a domestic science expert on a Model "D" Hotpoint range. The total wattage was 7,782, or 172.9 watts a person. The extremely low consumption was accounted for by the successful utilization of stored oven heat. Here is the wattage consumption of the various items:

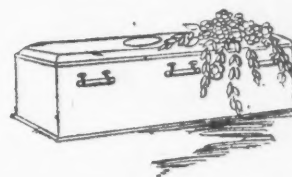
10 cans soup.....	Watts 469
18 lb. roast beef.....	2,325
1½ pecks potatoes.....	1,118
2 cans peas.....	300
5 cans corn.....	1,000
6 loaves bread.....	700
5 dozen rolls.....	2,25
50 portions pudding.....	525
70 cups coffee.....	

The banquet was given partly to test the range, partly as a get-together meeting and partly to give the men first-hand acquaintance with the range.

Is There a Mail Box in Front of Your Store?

If there happens to be a mail box in front of your store, have you ever thought of capitalizing that fact? Here is what one dealer is doing: In his window he has a small sign reading, "For your convenience, there's a mail box in front of my store." For the customer inside of his store he has a sign on the coun-

Would You Use This for a Washing Machine Ad?



"To attract or not to attract" seems to be the sole test frequently applied to advertisements. And yet should your ad merely attract, at any cost to its selling value? There's food for thought—and room for a smile—in the ad pictured above. Who could want his message driven home more forcibly: "If you don't buy a washer, here's where you'll land—in a coffin!" And there's the picture to prove it! The advertisement brings up again the mooted question, "Should an ad which undoubtedly does attract and hold the interest of the majority be discarded merely because it is repellent to the sensibilities of a few?"

ter, "Have you a letter to post? There's a box just outside." He also has some mention of this fact on his stationery, printed matter and newspaper advertisements. He's made his store known as the "mailing center" of his town, and few people now carry letters around in their pockets for days because they don't know where the nearest box is.

Can Department Stores Sell Electric Washers? We'll Admit It!



Here is a picture of another department store which is proving that actual demonstrations and advertising are the two sure roads to success in selling electric washing machines. The display window is that of the R. H. Macy Company of New York City during a week-long drive in laundry equipment. At certain periods of each day a very efficient woman demonstrator did an entire laundering in this window, explaining each step with cards similar to that on the chair. So great were the crowds attracted that several times the traffic squad was called to clear the sidewalks. Crowley, Milner & Company, one of the largest department stores in Detroit, Mich., recently sold 200 electric washers in one week—seventy-seven in one day. It attributes this record to its window displays and advertising.

HINTS FOR THE CONTRACTOR



Ideas on Estimating, Stock Keeping, Shop and Construction Methods, and Collections

Another Wiring Plan for the Modern Home

Reproduced herewith is a second complete electric wiring plan which the California Electrical Co-operative Campaign, 619 Call Building, San Francisco, is distributing among the architects, builders and contractor-dealers of the State. This general mailing of the wiring plan is supplemented by the campaign field workers, who, in calling on architects and builders, explain the need for more convenience outlets. Owners also are appealed to, and the point is made that every dollar's worth of electrical wiring and outlets installed adds two dollars or more to the value of the building. Large copies of the wiring plan, 3 ft. wide and 2 ft. high, are also furnished for framing and hang-

ing in the salesrooms and offices of central electric stations and contractor-dealers.

The layout provides for convenience outlets numbered as follows:

PORCH

(Size 9 ft. 6 in. x 11 ft.)

- 1—Outlet for ironing machine motor—up 3 ft.
- 2—Bell ringing transformer.
- 3—Cutout and fuse cabinet.
- 4—Outlet for washing machine—up 3 ft.
- 5—Outlet for refrigerator motor—up 6 ft.
- 6—Outlet for electric flatiron—up 3 ft. 6 in.
- 7—Outlet for ironing machine heater—up 3 ft.
- 8—Switch for garage light.

KITCHEN

(Size 9 ft. x 11 ft. 6 in.)

- 1—Outlet for water heater—up 18 in.
- 2—Outlet for utility motor.
- 3—Bracket light over sink.
- 4—Outlet and switch for dishwasher.
- 5—Front door bell.
- 6—Back door buzzer.
- 7—Switch for range—up 4 ft.
- 8—Range outlet—up 30 in.

BREAKFAST ROOM

- 1—Outlet for heater.
- 2—Outlet for toaster, percolator, etc.

BEDROOM (rear)

- 1—Outlet for dresser lights.
- 2—Outlet for heater, sewing machine, or vacuum cleaner.
- 3—Outlet for reading lamp.
- 4—Outlet for warming pad or milk warmer.

BATH

- 1—Bracket light over mirror.
- 2—Outlet for vibrator, curling iron, hair drier, or shaving mirror—up 4 ft.
- 3—Outlet for heater—at base.

BEDROOM (front)

- 1—Outlet for heater or vacuum cleaner.
- 2—Outlet for curling iron.
- 3—Outlet for warming pad or milk warmer.
- 4—Outlet for reading lamp.
- 5—Telephone outlet—up 12 in.

HALL

- 1—All-night light.

RECEPTION HALL

- 1—Outlet for vacuum cleaner.
- 2—Outlet for portable lamp.
- 3—Telephone outlet—up 12 in.

DINING ROOM

- 1—Outlet for stand lamp.
- 2—Floor outlet for toaster, percolator, etc.
- 3—Outlet for heater.

LIVING ROOM

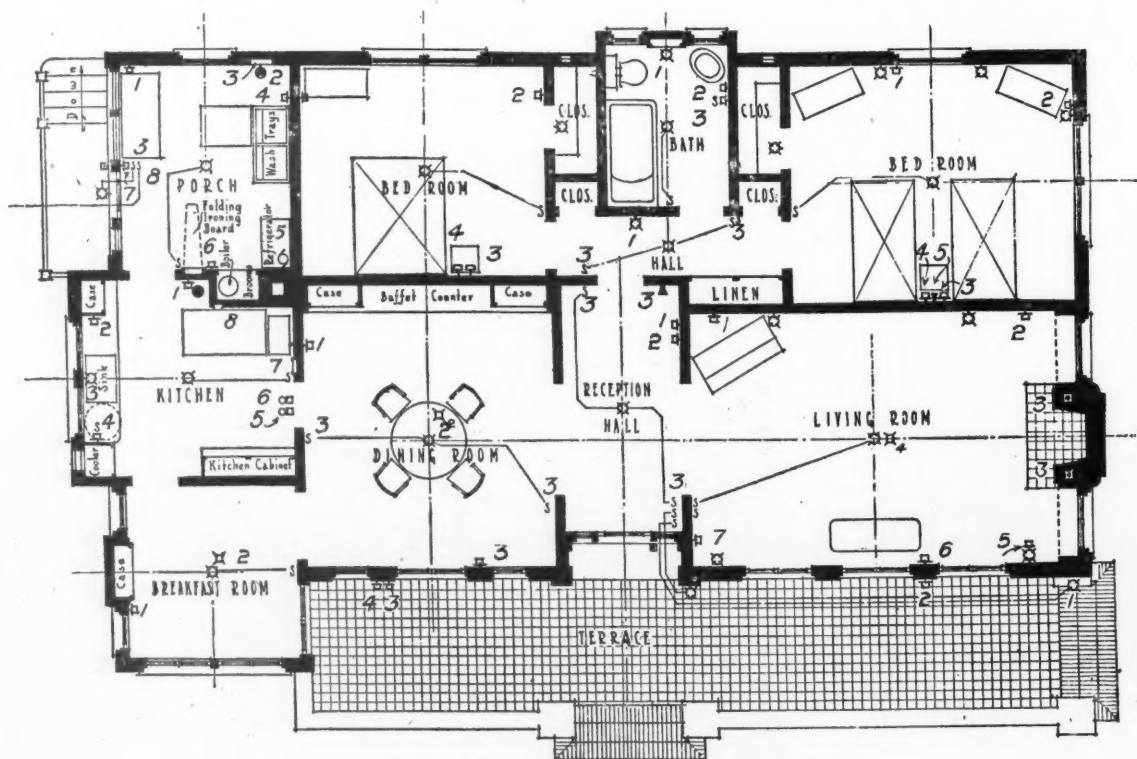
- 1—Outlet for piano lamp or phonograph.
- 2—Outlet for stand lamp.
- 3—Outlet for lights on mantel.
- 4—Floor outlet for table lamp.
- 5—Outlet for heater.
- 6—Outlet for table lamp.
- 7—Outlet for vacuum cleaner.

TERRACE

- 1—Outlet for illuminated house number.
- 2—Outlet for portable lamp.
- 3—Outlet for toaster, percolator, etc.
- 4—Outlet for lamp or sewing machine.

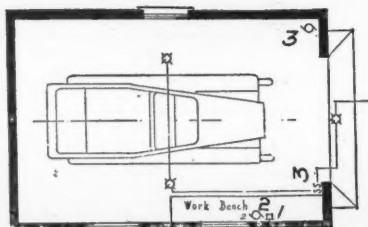
GARAGE

- 1—Outlet for portable light.
- 2—Outlet for bench motor, etc.
- 3—Outlet for air compressor.



ILLUMINATION

- ⊗ —Ceiling outlet
- ⊠ —Bracket outlet
- 3 —Single-pole switch
- 33 —3-way switch



HOME WIRING PLAN NO. 2

Electrical wiring plan for a modern home, distributed among architects, builders, home owners and electrical contractor-dealers by the California Electrical Co-operative Campaign

Making Use of the Model House Wiring Plan

One and one-half million homes to be built, 15,000,000 homes to be wired, \$3 a year income to the power company for every outlet in each of those homes, besides the initial return to the contractor who wired them and the later purchase of electrical conveniences made possible through their existence—the importance of the complete wiring of the home is not to be overlooked.

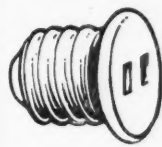
G. E. Arbogast of the Newbery Electric Company of Los Angeles quotes the following figures:

The campaign inaugurated by the government "Build Your Own Home" is authority for the statement that there is an immediate need for 1,500,000 new homes in the United States.

The Society for Electrical Development reports that in the United States there are 22,000,000 homes, 7,000,000 of which are wired for electricity, and of the remaining 15,000,000 about 1,500,000 are wired annually.

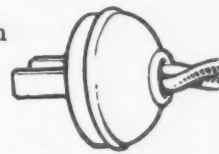
The building records of the country show a tremendous revival of construction operations. There is building everywhere from coast to coast. Statistics of building and engineering operations collected by the F. W. Dodge Company, allowing for an increase of 100 per cent since 1914, indicate a new record in volume of building and engineering operations.

By simple deduction in the use of average building percentages the number of new homes to be erected in the United States within the next two or three years can be readily approximated. Taken as a whole, I believe it is conservative to estimate that from



More Manufacturers Who Furnish

Appliances Equipped with Standard Plugs



IN THE April issue of **ELECTRICAL MERCHANDISING** we published a partial list of the appliance manufacturers who supply with their devices "the standard separable plug with parallel blades."

Since the appearance of the original list, **ELECTRICAL MERCHANDISING** has received from readers the names of a number of additional companies, including the following:

International Electric Company, Indianapolis, Ind.
Free Sewing Machine Company, Rockford, Ill.

Haag Brothers Company, Peoria, Ill.
Faries Manufacturing Company, Decatur, Ill.
Mt. Royal Corporation, New York.
S. W. Farber, Brooklyn, N. Y.
Jones Motrola, Inc., New York.
William R. Noe, New York.
Snead & Company Iron Works, Jersey City.
Farber Brothers, New York.
L. S. Brach, Newark, N. J.
Lionel Manufacturing Company, Newark, N. J.
D. C. Hughes & Company, Chicago, Ill.
Bestov Manufacturing Company, Seattle, Wash.
Marlin-Rockwell Corporation, New Haven, Conn.
Maxim Electric Company, New York.
Standard Electrical Appliance Company, Beverly, N. J.

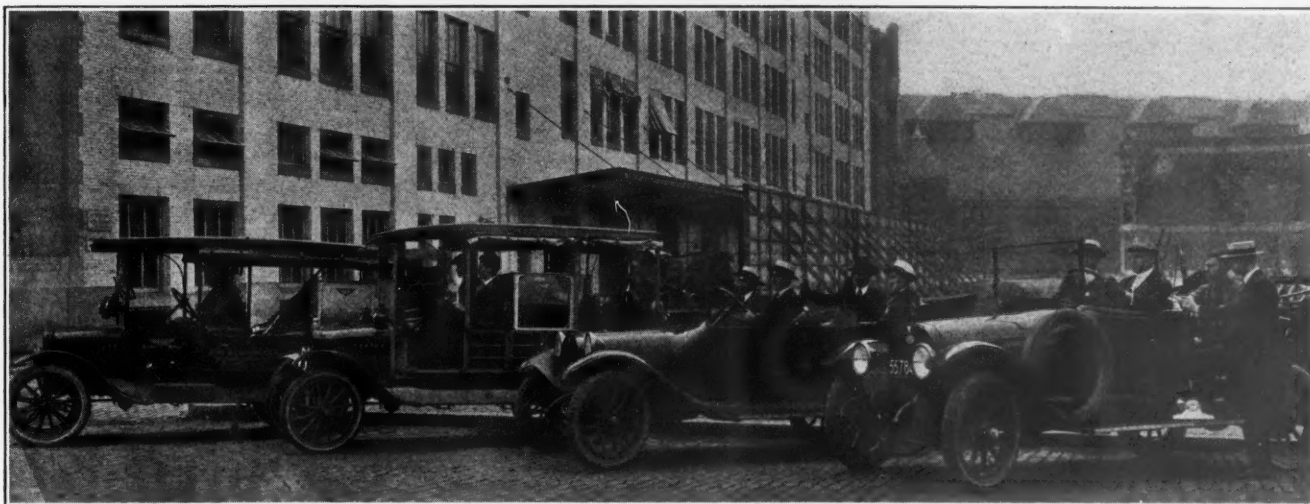
5,000,000 to 7,000,000 homes will be wired in the United States within the next three years.

The electrical wiring plans for the modern home, reproduced in blueprint form in the April issue of **ELECTRICAL MERCHANDISING**, are being distributed by the California Electrical Co-operative Campaign generally throughout southern California. In the larger cities and towns owners taking out building permits receive a copy by mail from the district association office. For distribution through such trade channels as building architects and trade

contractors, the electrical contractor-dealers are charged with the individual responsibility of direct distribution. This is resulting in a growing co-operation between contractors and architects—a condition long desired and advantageous to all concerned.

In order to obtain greater publicity the matter has also been taken up with one of the leading papers of Los Angeles and it has been arranged to have the plan appear in the Sunday real estate section of this newspaper.

Here's the "Flying Squadron" That Carries a Boston Dealer's Shop to Every Corner of His Territory



This "flying squadron" of the John W. Lockerbie Company, Boston, Mass., amounts virtually to two electric shops on wheels, and constitutes a selling aggregation warranted to get the name of My-Lady-Beaconsfield or of plain Mr. B on the dotted line in the shortest possible time. How so? By being prepared to sell immediately on demonstration, without waiting to send a machine or

an appliance out from the office. Each of the two trucks shown at the left covers not less than 1,500 miles a month within a 20-mile radius of the Hub. John W. himself sits at the wheel of the touring car second from the right, surrounded by a battalion of business-getters who are doing their share in keeping the manufacturers at it in these strenuous days.

Selling Electric Ranges to the Builders

A well-known jobbing house of Cleveland, Ohio, to advertise a new electric range it is handling gave a dinner to the local builders and contractors. These builders have heretofore installed gas ranges.

The dinner was cooked and served in the display room of the store.

The chef baked bread, rolls and pastry to show how superior for baking purposes electricity is compared with gas. As each course was served the guests' enthusiasm grew, and before the meal was finished they admitted that the electricity had improved the cooking.

After the dinner was over the builders were given a demonstration of the electric stove. The first question that came up was the expense for current. It was shown that with care the cost was very little more in dollars and cents, but that electricity proved itself a great time and labor saver. Besides, one could buy cheaper cuts of meat and make them taste like the better cuts, which is a saving.

The convenience of the clock for turning on or off the current at a stated time, especially in starting breakfast without the necessity of appearing in the kitchen, appealed to the guests as a talking point in selling a house.

The company received many orders for ranges before the party broke up.

The Place of the Repair Department

The handling of small repair jobs for customers is often a source of considerable worry without any seeming elements of satisfaction. A most bothersome routine must be maintained if there are to be no articles misplaced or directions neglected; it is the source of more unjustified complaints and disputes than any other portion of the business and it brings in very little profit. As a matter of fact, however, this department is one of the greatest assets of any dealer's establishment. Through this department business is brought into the store which would never have found its way to that particular doorway

otherwise. A customer once really satisfied is a prospect for a dozen other electrical possibilities. A wise policy of not belittling the repair work, as well as an adequate system of tags and receipts which obviates later disputes, is the foundation of much good will.

One progressive store in the West never permits prices for repair work to be fixed by any one other than the superintendent, who can thus use his judgment and often do repairing free in cases where the friendliness is worth more than the cost of the work. Repairs are never made off-hand in the presence of the customer, who thus discredits the importance of the work, and in cases where the article itself, or parts of it, is replaced by the factory the bill is nevertheless made out and then canceled and it is specifically stated to the customer that the dealer has handled the matter without charge, a courtesy which might otherwise be overlooked, but for which the customer is most grateful if it be tactfully called to his attention.

Farm-Lighting Plants Blaze Trail for Central Station

That farm-generating plants, rightly viewed as "trail-blazers" for the central station, should be given every possible encouragement by central station men for this reason, is the opinion of at least one central station man, H. C. Stair, president of the Cambridge (Wis.) Light & Power Company.

"We consider these plants as 'trail blazers' for central station service," said Mr. Stair in a recent statement. "They are not powerful enough for the heavier farm service, and when central station power is available, the private plant is out of the running."

The Cambridge company, according to Mr. Stair, has so far shut down two low-voltage gasoline-electric sets, and expects in the near future to shut down five more. The farm load, in addition to lights in house, buildings and yard, generally includes a water pump automatically controlled delivering into a pressure tank for house use; a feed grinder; and a washing machine. Farmers are good customers for appliances, says Mr. Stair, and practically every home has an electric iron, tableware and vacuum cleaner, and sooner or later becomes a market for other appliances.

Show Your Local Window-Cleaning Company the Profits in Cleaning Lighting Fixtures as Well as Windows!



Lighting maintenance is the essential link between proper installation and permanent satisfaction. The electrical dealer ought not to be forced to supply this maintenance, but he should see that some one does make it available to his lighting customers. A simple way out of the difficulty is to show some established window cleaning company the profit in cleaning lighting fixtures. Such concerns can be convinced that lighting fixture maintenance is rightly a branch of their business. Some fixture manufacturing companies are already promoting this idea, but their efforts can be made many times more successful if local dealers will lend active aid to the plan.

IDEAS FOR THE WOMAN BEHIND THE COUNTER



Hold a "Save-Money-on-Meat" Campaign All the Time!

The Department of Justice, through its division of women's activities, has undertaken a "Save-Money-on-Meat" campaign. Through newspaper articles and published lists of recipes consumers are being urged to turn away from the higher priced loin and ribs to the equally nutritious but less expensive cuts.

Here is an educational campaign of direct interest to the seller of electric ranges. The big talking point for electric cookery is that the cheaper cuts of meat, which really contain the most food value, are rendered tender and palatable when cooked over electric heat. Women would need little urging to buy the cheaper cuts of meat if it were possible to make them eatable. A woman says, "Oh, all this talk about economizing with meat—where is the economy, if my family simply refuses to eat the cheaper cuts?" Electric cookery is the answer.

For a few weeks of the national "Save - Money - on - Meat" campaign hundreds of thousands of women will have their attention called to this phase of cookery. Are you going to cash in on all this by adopting some such slogan as "The 'Save-Money-on-Meat' campaign will last only a few weeks? Electric cookery will save you money all the time!"

Punch and Judy Up to Date

To attract the kiddies, and with them their daddies and mothers, one shop in Cleveland turned to the old Punch and Judy show—with the "juice" applied.

A child's theater—a toy—was purchased, to which was attached a handsome red satin drop curtain (electrically raised and lowered). In front of the stage were tiny footlights (Christmas tree bulbs) and these were turned on just as the inimitable Charlie Chaplin contorted himself (electrically) onto the front of the stage. When the curtain dropped the lights went out.

The second week a new stunt, in the form of Sambo the Shuffler, kept the crowd watching.

By the third week a nursemaid and a policeman did a dignified flirtation, nearly upsetting the baby carriage.

After this window education the crowd was invited hereafter, by means of a card in the show window, to call inside any time between 3 and 4:30 any day but Saturday and enjoy the show and the music. The eager youngsters and their accompanying grown-ups were led to the back of the store, past every salable electrical device known in Cleveland, and were given seats in the back of the store, where lively records on a phonograph added to the already attractive show.

How to Stage an Electric-Range Dinner

By C. S. GARRISON

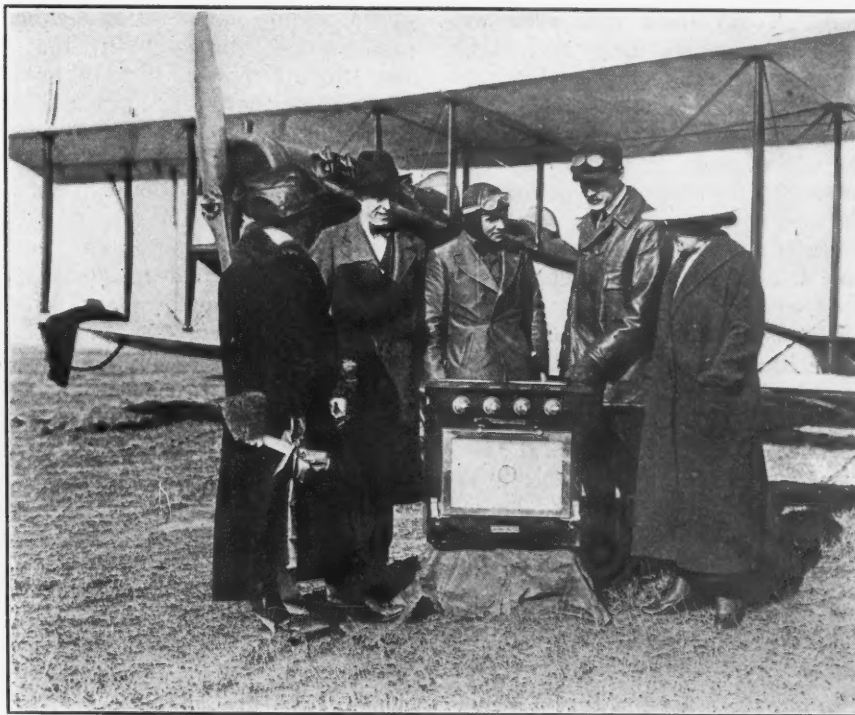


AN INDIANA central station found it more or less difficult to interest apartment-house builders, architects and other "prospects" in electrical cooking appliances. Recently the sales manager of the company gave a complimentary dinner to such prospects in the parlor of a local hotel, the newspapers making the announcement saying that the dinner would be cooked in the parlor on a household-type electric range.

Baking and other processes which required more time were attended to before the guests arrived, but most of the cooking was done during a brief talk by the sales manager. Scattered about the table among the guests were enough members of the company's sales department to call attention to the various processes of the cook as the meal continued.

General discussion followed the meal, after which a screen which had concealed a meter was removed and attention was called to the small amount of current consumed.

Aeroplane Delivers Electric Range to the Women's Club of Rome, Ga.



"Get the women interested!"—the slogan that has carried many a dealer's campaign to success—was the plan behind a stunt recently staged in Georgia to create interest in the electric range. The four companies which planned the stunt, the Walker Electric & Plumbing Company of Rome, the Rome Railway & Light Company, the Edison Electric Appliance Company in Atlanta and the Atlanta branch of the Western Electric Company, decided that an aeroplane flight just from an Atlanta dealer to a Rome dealer wouldn't excite much interest. So they arranged to have the home economics department of the Atlanta Women's Club send an electric range to the Women's Club of Rome! This gave the event wide publicity in the newspapers, which the Rome dealers promptly capitalized by holding a series of demonstrations the next week.

The "Feminine Touch" and a Woman's Ideas on Store Arrangement

BY ELIZABETH DURKEE KOHLWEY

Kohlwey Smith Alfs Electric Company, San Francisco, Cal.



A woman likes to handle electrical appliances before she buys, as only a woman knows. That is why the display of appliances in the Kohlwey Smith Alfs Electric Company is not made for the sake of appearances, but because experience has shown that it means increased sales.

Time was when the customer, particularly if he was a man, would hesitate when a woman came forward to do the selling in an electrical shop. Today most men even welcome a woman's help and ideas, especially when it comes to the choosing of electrical household appliances. Once the customer finds that the saleswoman is thoroughly conversant with the construction and use of a device the sale is practically made, if not at that visit, then whenever he does make the purchase.

Of course, some persons have the department store habit, but on the other hand they often tell me that they feel "safer" in buying an electrical appliance in a well-established electrical store. An electrical saleswoman should always be able to assure the customer that she herself has used the stove or percolator or oven in question and explain just how it works.

COUNTER DISPLAYS ARE EFFECTIVE SALES HELPS

In our store we find that a sample of each article on display counters or tables proves a great selling help. People like to handle wares of any kind before they buy, and although it is not conducive to the most esthetic effects in store arrangement, it is a great deal more likely to make

the cash register ring. Women like to manipulate the household appliances, and nothing delights some men more than to get where they can pick up one wiring device after another. So often they will say, "Why, that is just the attachment I need, but I didn't know there was such a thing made and didn't know how to ask for it."

We find, also, that the displays in the window control the type of sales very noticeably. Whenever we change the window and feature something different the inquiries about the article commence right away. Pricing the goods in the window is an absolute necessity if you wish to hold the attention of the passerby. A woman knows that dealers who cater to women almost invariably show their prices—and those who do not follow that practice have fewer "window shoppers."

One of those "he schoolmarm" came into our store the other day and, not happening to see any salesmen around, said to the two saleswomen, "My, my, is this a woman's business?" And when one of the saleswomen reconnected the iron cord plug which he needed in a hurry, he said in all seriousness, "My goodness! I never saw a lady electrician before." With more women going daily into a business so vitally con-

cerned with the home and for which, as home-makers, they are essentially fitted, let's hope that this "schoolmarm" will see more of them before he is much older!

Make Sure About the House Voltage Before Selling a Lamp!

Selling a customer a lamp of too high or too low voltage is almost as bad as not selling any lamps at all. That's why it is a good plan to ascertain the conditions under which the lamp will be used. For example, a saleswoman recently took an order for a carton of 110-volt lamps. An irate customer came to her a few weeks later, complaining that the lamps were no good because they didn't last long enough. She investigated the voltage conditions of the house then and found that 118-volt lamps should have been used. "I found that most of my customers, especially women, knew less than I did about lamps and voltage," she says, "so I made it my business to study up on the subject by talking with the men in the electric light company's office, and now I can give real advice on the kinds of lamps best suited to each home."

Is There a Municipal Thrift Kitchen in Your Town?

BY JOHN WANHOPE

Good opportunities for electrical saleswomen to familiarize women with electrical kitchen helps are afforded by the cooking or home management centers which have sprung up in almost every town since the war.

In Syracuse recently a "Home Bureau Day" was held in the Thrift Kitchen which is maintained by the municipality. An important part of the program was the demonstrating of all kinds of electrical appliances which can be used in the home. Local electrical dealers took advantage of the opportunity, and incidentally did a fine bit of co-operative advertising by supplying not only the entire electrical equipment but also the demonstrators to show how the various washing machines, mangles, dishwashers and cooking utensils worked.

The dealers received full returns for their service, I think, in the increased good will and interest of the community. Opportunities like this occur frequently in every town.

THE JOBBER'S SALESMAN



*Ideas Other Men Have Used
to Help Them Sell*



The New Salesmanship— Know the Goods

BY J. N. KNIGHT

"Funny thing," remarked the dealer, "I have seen a lot of new faces among you traveling salesmen, and a great many of you disappear as if the earth had eaten you up."

The veteran traveling salesman thought a moment.

"Nothing strange about that," he said. "I wonder if you know that salesmanship has undergone a radical change. You might have noticed it right here in your store."

The merchant couldn't quite catch the point, so the veteran continued:

"In the old days, and they were not so far back, it used to be quite easy for a fellow to sell, either on the road or behind the counter. A man did not have to know very much about the goods he was selling. Persistency counted a great deal, and then the fellow just naturally developed his trade."

"Take your own salespeople. He or she had just to wait on the customer and practice some common sense to make a sale. It was just the same with us fellows."

"To be successful in selling these days the salesman must know a great deal about the goods he is selling. One reason is competition. But the most important reason is that the retailer and consumer have been educated to demand the best in quality. Yes, sir. Lots of these selling fellows disappear. They don't know their goods."

Beware of the Excuses You Make to Yourself

"If some fellows would only spend as much time in figuring out how to get results as they do in figuring out alibis concerning why they fell down," declared T. W. Berger, manager of appliance sales for the Philadelphia Electric Company, "there would be a great many more successful men."

"Making excuses is a habit that

must be born in us, for there are very few human beings who are not addicted to the habit.

"No matter how badly you may fall down, you can generally figure out some exceptionally good reason why."

"The list of alibis I have had to listen to in the past two years if carefully written out on paper would be sufficient to cover all the walls of my office."

THE BOSS IS USUALLY "ON"

"But it is not the excuses you make to the boss that are the most dangerous, for a good bit of the

Massachusetts' Electrical Job- ber-Legislator



"We have with us today" an honored member of the Massachusetts House of Representatives, who combines long experience in the electrical supply jobber's field with solid public service. He is a member of the committee on public lighting in the 1920 Legislature and mighty little "deep stuff" of an electrical character can get by him without passing the test of engineering and commercial reasonableness. Allan R. McDonald, treasurer of the Foster-McDonald Company, Boston, is the man caught by ELECTRICAL MERCHANDISING's camera on his way up the State House steps in the old Bay State. He is a past president of the National Electrical Credit Association. He's the kind of a business legislator we need, in these days of unrest—a real citizen at work for his state, and withal so modest that his name seldom gets into print!

time he is on to you. It is the excuses that you make to yourself that do you the greatest harm.

"Many a man admits to the boss that he has made a great mistake. When called down he frequently admits the responsibility, but somewhere in the back of his head he has given an excuse to himself concerning the slip."

"The easiest thing that any man can do is to excuse himself for his own failings."

ADMITTING YOUR OWN SHORTCOMINGS

"The germ of success is not in you until you acquire the habit of admitting your own shortcomings. As long as you figure out a good reason why you failed to make good on a certain task, just that long will you be standing still, and not making any progress."

"One of the hardest jobs for any man is to realize and analyze his own shortcomings."

"Get wise to yourself. Stop giving alibis, not only to the world, but to yourself."

"Don't let even the faintest trace of an excuse for your own shortcomings creep into your brain."

"Then, and only then, can you make any progress."

Selling the Prospect on "What It Can Do for You"

"I wonder how many of you salesmen have heard this at the end of a selling talk," asks J. G. Jones, sales manager of the Alexander Hamilton Institute of New York in the Hydroelectric *Bulletin* of Ontario, "Yes, you have a good proposition, mighty fine, but what can it do for me? How can it help my business?"

"These words will not be new to any specialty salesman."

"And let me tell you what has been lacking in your selling talk in every case where you have heard that expression. You have shown that the construction of your proposition or the manufacture of your article is right; you have shown its mechanical excellence, or its artistic beauty, as the case may be; you have convinced your prospect that it is meritorious, carefully manufactured, but you have failed to talk in terms of results to your prospect; you have failed to show 'what it will do for him.' You have failed, in other words, to paint a picture and put your prospect in it."

"There are two distinct avenues

by which a salesman may approach the prospect for a favorable decision. He may, by pure logic and sound argument, appeal to the prospect's reason—to his intellect. Or he may, by positive suggestion and vivid word pictures, appeal to the prospect's imagination—to his emotion.

"We are prone to look upon man as a purely reasoning creature. As a matter of fact, the man who makes even a majority of his decisions solely by reason is indeed rare."

Love Your Work, or Drop It

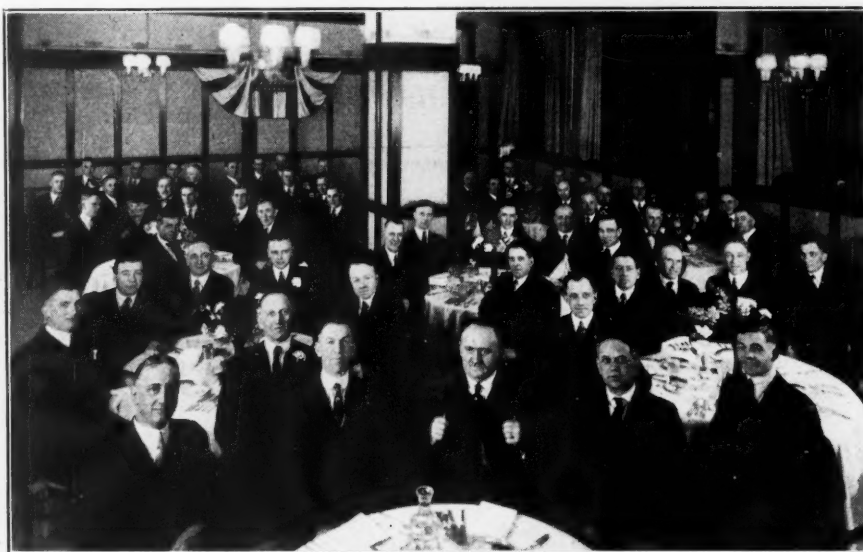
BY J. M. BALDWIN

If you do not love your work get out of it. You will never be a success in anything until you do. You will not be able to earn your salary unless you love your occupation. Never say "I can't." Blot such a word from your mind. Make it "I will," and the battle is half won. If you go about your vocation as though you did not take much stock in yourself your customer will consider your goods are the same. If you choose to be nothing, then you cannot expect to be considered anything more than nothing. You are your own destiny. You can make your life a success or a miserable failure. Go to your duty with such energy that your employer will raise your wages in spite of himself. If he does not his competitor will. Be a winner; get your blood boiling, stay with it, and you can win.

"Help Dealer to Show His Goods," Says This Jobber's Salesman

"In a recent issue of ELECTRICAL MERCHANDISING some one advised the jobber's salesman to have something to show the contractor-dealer besides 'talk' and an order blank. How aptly the same idea applies to the contractor-dealer and his customer," remarked a jobber's salesman a few days ago. "It is a fact that the dealer may have the stock. But what he needs most is some way to show it. Why don't more dealers buy showcases? Often the only difference between a shop in which I like to buy and one in which I would hesitate to be caught is that the one has attractive cases and the other lacks them. Cases are the 'something to show' which the dealer needs. I am working to get my dealers to use more of them."

Why Not Play Host to Your Dealers Now and Then?



Hospitality makes for better business. The Swords Brothers Company, Rockford, Ill., on April 23 established a reputation for hospitality by inviting all its electrical contractor-dealers to come and visit "the house" at the expense of the company. Eighty-seven dealers accepted the invitation and "visited" all day. T. E. Swords, secretary of the company, is sitting in the left foreground with his finger on the chair, pointing to C. A. Felker, sales manager, who is sitting with his back to the table with a carnation in his buttonhole. To the left of Mr. Swords is Adam Geschwindt, general manager of the Rockford Electric Company, while on his left sits F. Pendergast, one of Rockford's leading contractor-dealers. Continuing around the table can be seen C. A. Stevens, of the Erwin-Wasey Company, Chicago, and J. J. Keith, advertising manager for Altorfer Brothers Company, Peoria. Harry J. Anderson, with his back against the wall underneath the right-hand corner of Old Glory, sold nine carloads of washers in the first four months of this year.

Getting Salesmen to Test Their Efficiency

BY J. K. NOVINS

An enterprising Michigan jobber has been using an unusual method to test the efficiency of his salespeople. He prepared a series of questions, with instructions to his salespeople to apply these questions to their daily experiences for ten consecutive evenings. The questions are:

1. Was I physically fit?
2. Did my personal appearance speak prosperity or success?
3. Had I made sure that my approach was well timed and did I make proper efforts to avoid interruptions?
4. Had I at least made an effort to discover a possible angle of approach to the customer?
5. Was my greeting sufficiently cordial, business-like and important? In other words, could I have made a better impression?

6. Did I waste too much time with non-essentials? Or was the customer's personality of such a nature as to justify talk of non-essentials at the start?

7. Did the prospect's coldness weaken my approach? And did I allow this coldness to develop to the point of resistance before it could be broken down?

8. Was I sufficiently alert to gather from this approach any suggestion regarding the best method of putting my proposition?

9. Did I carefully watch for a spark of interest and remember the point which obviously aroused this interest, and did I come back to the point and elaborate on it?

10. Did I quickly discover the one objection which would have to be removed before the sale could be made?

What a Jobber's Salesman Can Do for His Country Now

Every jobber's salesman can say "I will" to the following "financial creed for 1920" and can urge his customers to do likewise:

I believe in the United States of America.

My opportunity and hope depend upon her future.

I believe that her stability and progress rest upon the industry and thrift of her people.

Therefore I will work hard and live simply.

I will spend less than I earn.

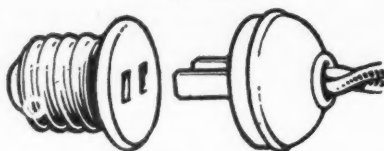
I will use my earnings with care.

I will save consistently.

I will invest thoughtfully.

To increase the financial strength of my country and myself, I will buy government securities.

Save the Public the Confusion of 37 Different Kinds of Plugs



Use the standard separable plug with parallel blades. It fits any standard outlet with parallel slots, or any lamp socket if no standard-slot receptacle is at hand.

Enthusiasm—the Most Important Element to the Salesman's Success

Without regard to what your vocation may be, whether you drive a truck or build suspension bridges, your vocational success will be governed almost entirely by your enthusiasm.

This principle has more to do with one's progress than many men dream of. It is such an important requisite quality of the successful man's make-up that without it the fullest success cannot be achieved.

History is full of evidences of the value of this power as a factor in the successful accomplishments of men known the world over as men of power, courage, wonderful ability and action.

Enthusiasm begets faith. Your enthusiasm in your work will so regulate your other faculties that you will at once become master, not only of yourself but of your work.

Enthusiasm and optimism go hand in hand. You never saw an enthusiastic man with a grouch. The two elements could not exist

in the same being. Either the enthusiasm would succumb to pessimism or it would be destroyed.

Carefully observe the next man you meet. If he is enthusiastic it will be readily apparent. He cannot conceal it. If he isn't enthusiastic you will not need to be told so; there will be something about him which will furnish ample evidence that some necessary quality in his make-up is lacking.

How employers do like to see enthusiasm in their men and women! They fully appreciate and realize the important part which enthusiasm plays in modern commercialism. Employers will overlook many shortcomings in an employee if they see he is enthusiastic. An enthusiastic man is receptive to knowledge, and for that reason he can be trained in any particular line of work and become a master in it. Again, a man not possessing this quality can only be partially efficient, because the stamina that comes with enthusiasm is not available to him.

So, in the final analysis, the moral is—*Be Enthusiastic!*—ANONYMOUS.

The Electrical Jobber's Economic Service in Wartime

Closer team play between manufacturers and jobbers was advocated at a recent meeting of the New England Electrical Supply Jobbers' Club, at which one of the principal addresses was made by E. W. Rockafellow, general supply sales manager Western Electric Company, Inc., who revealed several incidents showing the great usefulness of the electrical jobbers during wartime.

The economic status of the electrical supply jobber was sometimes misunderstood during the war, said Mr. Rockafellow. The leaders in the industry hid their light under a bushel and did not appreciate the value of publicity. This led in some instances to the "dollar-a-year" men advocating cutting out the jobber in war purchases. Many manufacturers gave the government jobbers' prices, but the resulting difficulties of delivery were most trying. In one case the maker of a certain wiring fitting had his goods distributed in the stockrooms of 150 jobbers in different parts of the country, and yet it was necessary under the methods adopted to send long distances for material which might have been shipped to the required spot from stock only a few miles distant from a cantonment.

Where the jobbers were called upon to serve the government, the speaker said, the electrical wholesalers' deliveries were most helpful, and in a certain celebrated case, which has not before been made public, an order for \$998,000 worth of supplies for the A. E. F. was handled in record time by the co-operation of fifteen jobbers and seven or eight manufacturers.

All were notified of the emergency on the day the order was received by cable; the first shipment to France was made in seven days, and in fourteen days the entire order was filled and en route to General Pershing. The speaker did not attempt to review the great services performed by electrical jobbers in connection with the construction of the cantonments and much other vitally important war work, but cited the foregoing instance as perhaps the best example known of co-operation on a large and most effective scale between these two branches of the electrical industry.

Another Idea for an "Old and New" Display Window



New window arrangements are constantly being devised by dealers for carrying out the "old and new" idea in their displays of electrical household equipment. Here is a recent window of the Interstate Electric Company, Springfield, Mass. The "old" household tools displayed are a broom, a lantern, a wire toaster, a sad iron and a sewing machine. Contrasted with them are the vacuum cleaner, flashlight, electric toaster, electric iron and sewing machine. Streamers were attached to the appliances and to a card in the center which asked the question, "For Your Home, the Old or the New?"

Show Window, Counter, Mail Advertising and Specialty

DEALER HELPS*What the Manufacturer Offers to Help You Get More Trade***"The Story of Shetrone Farm"**

In Le Raysville, Pa., a farmer and his wife—Mr. and Mrs. William E. Shetrone—are proving to themselves by actual experience the worth of electricity on the farm. It is a real story of real farmers, and it is told, in a way that will appeal to all real farmers, in an attractive book called "The Story of Shetrone Farm," now ready for distribution by the Western Electric Company. Twenty-eight photographs, taken on the farm before and after the plant was installed, almost tell the story in themselves—some showing Mrs. Shetrone at her household duties, others showing Mr. Shetrone at work on the farm, but all picturing more forcibly than words the transformation on the farm that came with electricity.

Besides this booklet, the Western Electric Company has also prepared a lecture on this subject for the farm-light dealer who has an opportunity to talk to an assemblage of farmers at the grange, fair or agricultural school. The lecture is based on the actual experiences of Mr. Shetrone and is illustrated with thirty colored lantern slides. Both slides and lec-

ture will be supplied to dealers on request.

These are only two of a comprehensive list of selling helps which the company is announcing for 1920. Among them are a book of photographs showing farm views and uses of power, a model fair exhibit, souvenirs, such as whistles, caps and memorandum books; movie slides, metal signs, folders, newspaper advertising helps, etc.

Selling Satisfaction in Soldering Irons

"To insure complete satisfaction, it is essential that the proper size electric soldering iron be selected for the work in hand," is the suggestion of "C-H Electric Soldering Irons," a new leaflet published by the Cutler-Hammer Manufacturing Company, Milwaukee, Wis. "This depends upon the kind of work to be done and the frequency with which each job will be repeated. Too small an iron will provide insufficient heat for the work and too large an iron will provide too much heat and may needlessly shorten the life of the iron." To minimize these possibilities, a tabular list of the kinds of work for each of the five different sizes of irons is given in the leaflet.

Cooking by Time and Temperature

Ask any five women how they test an oven for bread baking, says a booklet, "Cooking by Time and Temperature," issued by the Estate Stove Company, Hamilton, Ohio, and they will give five different methods of doing it. One will just "feel" the heat with her hand, one will brown a sheet of manila paper, and so on. All such methods are makeshifts, however, and account for the frequent failures, declares the booklet, which uses the point to emphasize the necessity of cooking "by time and temperature"—the method of the electric range.

Besides descriptions and pictures of the various types of ranges, the

booklet contains a heat-and-time chart for the various kinds of foods. Five pages are also given over to the recipes used in formulating the chart. The recipes are typical of those commonly used in the home and may be used as a guide for handling all foods of a similar composition.

A Car-Card Appeal to the Husband in the Case

"Don't quit smoking in the house—give her a Royal electric cleaner," is the suggestion of an attractive car card being supplied by the P. A. Geier Company, Cleveland, Ohio, to dealers. An appeal to the man of the house is almost as effective as the appeal to women, and more men will be reached by a street car card than by a page advertisement in a woman's magazine or on the woman's page of the daily newspaper. This card has the additional advantage of



A car card with a sure appeal to "her" husband. Why not try a card like this for your business.

touching on a sore point with the ill-used husband—the question of smoking in the house.

It is one of a number of carefully planned dealer helps which the company is supplying its dealers, including newspaper ads, electros, posters, window cards, envelope stuffers, circulars and "movie" slides. They are described in a large folder of "Merchandising Helps" recently issued by the company.

Factory Efficiency in Lighting on the Farm

"In the factory industrial lighting has long since reached a point where it is not merely light that is required, but light properly directed and distributed, so that it may be most effectively used in the most economical way."

Much the same problem exists on the farm today, points out the Benjamin Electric Manufacturing Company of Chicago in its new bulletin, "Better Electric Lighting on the Farm," now ready for distribution. The idea of electric lighting has



Mrs. Shetrone can now finish another task, while electricity is washing her clothes—an illustration from "The Story of Shetrone Farm."

already been sold to the farmer, but he must now be shown how to make his lighting plant deliver every usefulness of which it is capable and what accessories will help him do it. "In the thousands of factories in the industrial world electric light properly shaded, directed and applied means better, safer and faster work and greater all round convenience. And on the farm, both indoors and out, the same thing applies."

This the book sets out to show by taking up and meeting the farmer's lighting problems one by one. The outdoor fixtures, for example, and barnyard fixtures must be weather-proof. Then there are the angle reflectors for turning light on difficult places, the guarded fixture for the feed barn, where a hot lamp dropping into the hay may set fire to it; the kitchen cluster fixture and the small portable hand light for the places hard to get at.

Counter Display Stand for Auto Spot Light

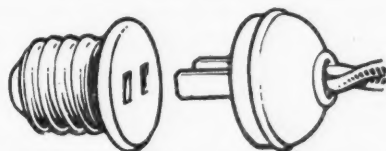
The number of electrical dealers who handle automobile electrical accessories is growing, as witness the fact that the Commonwealth Edison Company of Chicago has now entered this field and recently had a whole window of its electric shop devoted to spot lights. Auto accessory merchandise moves quite as fast as most of the more regular electric shop lines, especially if it is displayed in an interesting manner.

That is the thought which prompted the F. W. Wakefield Brass Company of Vermilion, Ohio, to devise its new "self-seller" demonstrating stand for Red Spot Searchlights. The unique feature of this lamp is the fact that it changes color at the touch of a button, providing a brilliant white searchlight beam for driving and an insistent red warning signal in emergency.

The self-demonstrator consists of a substantial metal standard, felt-padded to absolutely prevent injury to the showcase, upon which two Red Spots may be mounted with lamps connected to a battery under the counter. Waiting customers, responding to the invitation to try it, touch the button and the color changes—white for driving and red for emergency.

"The public likes to 'see the wheels go 'round,'" declares Gerald L. Basil, secretary of the Wakefield company and a frequent speaker on

The Standard Separable Plug with Parallel Blades



Is the type that was recommended as standard by the standardization committee of the National Electric Light Association.

The majority of plugs now made are already of this type.

Standardization will save confusion for the public and the duplicating of stocks for the electrical trade.

dealer-help advertising before accessory organizations. "Putting a display stand with a 'Try it yourself' invitation within reach of the waiting customer tempts him to see how the device works. He touches the button, 'catches on,' and is half sold before the clerk has a chance to say a word."

To Compare Battery Types

The University Battery Company, 2410 South La Salle Street, Chicago, announces that its 1920 catalog on starting and lighting batteries is now ready for mailing. Besides listing "Universal" batteries for all makes and models of cars, the catalog contains a comparative battery type list, showing the corresponding types of the various manufacturers. This is

said to be the most complete comparative battery type list ever published and will be useful as a matter of reference to service stations and battery dealers.

Introducing the Cleaner by Telephone

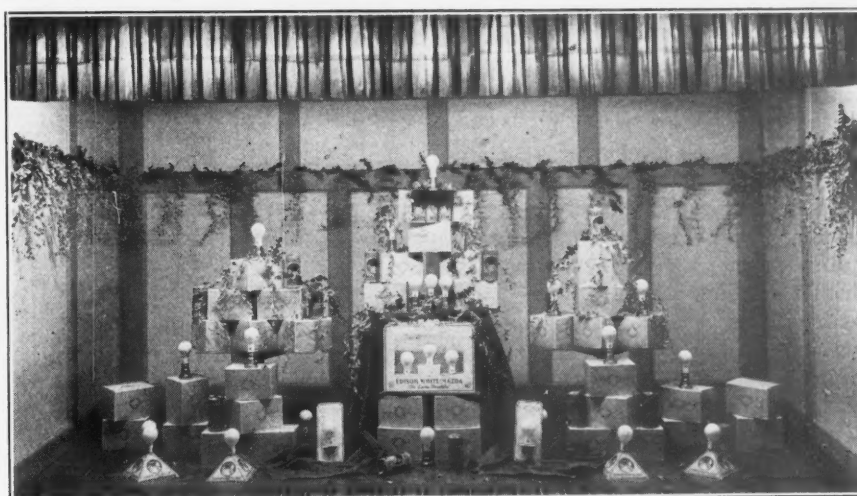
Telling a woman prospect that you merely want her verdict on a new cleaner which you are trying out, says the *Apex Electric Cleaner Sales Guide*, is a good way to win her consent, by telephone, to a demonstration at her home. When you have her on the telephone, continues the booklet, talk to her like this:

"We have just put in a new line of vacuum cleaners and want your opinion and will be guided largely by your verdict. We want to put a few of them with our best customers and find out what they think of it. Will it be all right, Mrs. Smith, if I send one out to you?"

"Then," continues the booklet, "live up to your word in two ways. Have your man there on time and see that the woman is treated as though she is doing you a favor. Don't let her be antagonized by allowing your man to try to sell her right off the reel. She will give you the cue to your sales talk if she is at all interested."

This is only one of many helpful sales suggestions contained in the *Sales Guide*, which is being put out by the Apex Electrical Distributing Company, Cleveland, Ohio.

The Coolness of Springtime in This Lamp Window



Coolness and simplicity mark the best summer window displays. When the hot days come people hurry past the stuffy, overcrowded window; but linger at a display featuring only one or two articles and refreshing the passerby with the restful coolness of its coloring. The lavender and green of the wisteria and the white of the lamps make this window suggestion of the Edison Lamp Works, Harrison, N. J., especially fitting for summer months.

"On the Right Track for Ourselves and for the Industry"

(Continued from page 289)

erty, and so in its welfare, we are better intrenched than though we had a huge surplus. Whether the owners of a utility property or the people of a community realize it or not, the prosperity of the utility is the prosperity of the community. The sale of securities to our customers opens the way for a fair-minded presentation of facts about the properties and the policies of the utility and its duties to its public. That is the time to teach the fundamental lesson that the utility business is unlike other businesses in that no matter how successful it is it needs fifteen to thirty times as much capital as a commercial enterprise to do the same amount of business, that it turns its capital over once in four or five years instead of three to five times in one year, and that no matter how prosperous it is it must finance its growth on borrowed money.

"Once the utility has taken the public into partnership with it and has fairly presented the facts about its business, it has been put in the right light with the public. After that it remains only for the utility to live up to its responsibility as an essential factor in the growth and prosperity of the community it serves."

The Newspaper Electrical Advertising Page

The idea of an electrical section in the newspaper, which originated in Cleveland, Ohio, and which has been followed out in individual cases elsewhere in the United States, is now receiving a great deal of attention in the Pacific Coast States. A campaign for co-operative advertising which shall be supported by the power companies and by the joint efforts of contractor-dealers in the various communities has been started by the publicity committee of the Pacific Coast Section, N. E. L. A., together with the California Electrical Co-operative Campaign. This has already resulted in electrical sections being started in many of the more prominent newspapers of California, and in much wider advertising by the various branches of electrical industry throughout the state. It is counted

that the first six months will result in a record of 6,000 pages in that state alone.

This extensive advertising is naturally accompanied by a willingness on the part of the newspapers to give a wider publicity in their editorial columns to affairs electrical. It is of the utmost importance that this opportunity be used to the best effect. Many of the newspaper automobile sections which are familiar to readers in all parts of the country are failing to accomplish their purpose. The intelligent reader classes the "puffs" of which they are composed in the same category with the patent medicine advertisement which starts out like a news item—and skips the pages devoted

to automobiles entirely. It is in the interest of honest journalism as well as to the very great advantage of the electrical industry itself that such news as is inserted in these newspapers be thoroughly impartial and of real interest as news. The service recently inaugurated by the publicity committee of the Pacific Coast Section, N. E. L. A., in publishing a regular sheet containing items of electrical interest suitable for publication is a step in the right direction. It is an ambitious undertaking and one which will need continuous attention to be successful, but some provision of this kind is an essential feature of the work if the "Electrical Section" idea is to be a real success.

Record of Lighting Fixture Patents

Issued from April 6 to April 27, 1920, Inclusive

COMPILED BY NORMAN MACBETH

Consulting Illuminating Engineer, New York City

Mechanical Patents

1,335,828. Lamp Socket Structure. Henry A. Framburg, Berwyn, Ill. Filed May 7, 1919. Issued April 6, 1920.

1,336,395. Lamp Socket Construction. Oscar S. Swanson, Jamestown, N. Y. Filed Dec. 10, 1918. Issued April 6, 1920.

1,336,607. Electric Lamp Socket. Reuben B. Benjamin, Chicago, Ill., assignor to Benjamin Electric Mfg. Co., Chicago. Filed Jan. 29, 1915. Issued April 13, 1920.

1,336,736. Incandescent Lamp Socket. Witter William Oswald Fenety, Fredericton, New Brunswick, Canada. Filed March 9, 1918. Issued April 13, 1920.

1,336,761. Electric Socket and Lamp Protector. Frederick Stolzenwald, San Francisco, Cal., assignor of one-half to August Wissel, San Francisco, Cal. Filed Apr. 7, 1919. Issued April 13, 1920.

1,336,835. Shade Support for Gas Burners and Electric Lights. Frederick John Gould, London, and Edward Smallwood Stamp, Birmingham, England. Filed Oct. 30, 1918. Issued April 13, 1920.

1,338,528. Submersible Light for Fishermen. Ernest W. Reinwald, Ashland, Ohio. Filed Nov. 19, 1918. Issued April 27, 1920.

Design Patents

The following are ALL the design patents pertaining to lighting materials, issued by the U. S. Patent Office, from April 13 to 27, 1920:

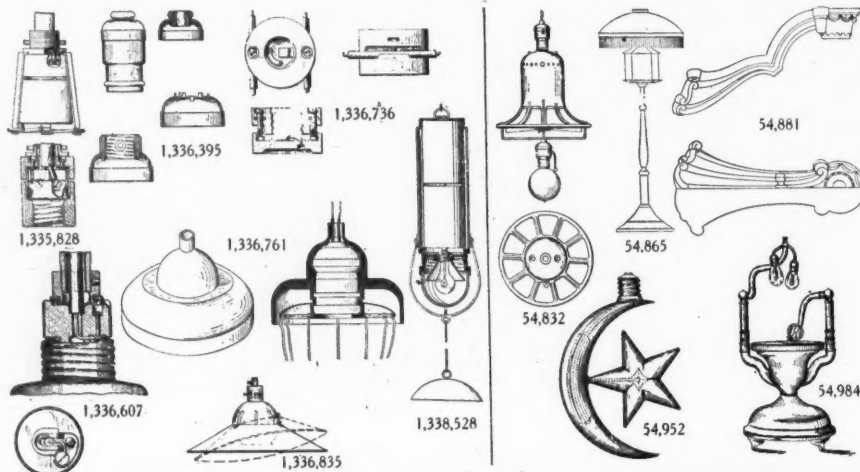
54,832. Combined Electric Fan and Lamp. Thomas E. Clark, Detroit, Mich. Filed Oct. 2, 1919. Issued April 13, 1920. Term of patent, 14 years.

54,865. Lamp. Louis J. Ripich, Cleveland, Ohio. Filed Dec. 2, 1919. Issued April 13, 1920. Term of patent, 7 years.

54,881. Arm for Lighting Fixtures. Gottfried Westphal, Guttenberg, N. J., assignor to Shapiro & Aronson, Inc., New York, N. Y. Filed April 30, 1918. Issued April 13, 1920. Term of patent, 3½ years.

54,952. Light. Ollie Cox Newton, Carterville, Ga. Filed Oct. 22, 1918. Issued April 20, 1920. Term of patent, 3½ years.

54,984. Combination Phonograph and Lamp Standard. Peter R. Gonsky, Chicago, Ill. Filed June 12, 1919. Issued April 27, 1920. Term of patent, 14 years.



Copies of illustrations and specifications of patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each.

GOSSIP OF THE TRADE



*Glimpses of Electrical Men as
Caught by Lens and Pencil*

Entertainment Plans for Contractor-Dealers' Convention at Baltimore

Arrangements have been partially completed for the coming convention of the National Association of Electrical Contractors and Dealers to be held in Baltimore during the week of Oct. 4. Headquarters will be at the Southern Hotel, where all meetings will be held. The executive committee meets Oct. 4 and 5. The convention proper opens the morning of Oct. 6, and in the evening there will be a reception and dance. On Oct. 7 the delegates will go to Annapolis, Md., where they will be addressed at the State House by Governor Ricky. Afterward they will go to the Naval Academy. The annual dinner of the association will be held Oct. 8.

General Manager W. H. Morton announces that the "Standard Cost Accounting System" put out by the asso-

Electrical Conventions Ahead

NORTH CENTRAL SECTION, N. E. L. A., Minneapolis, Minn., June 16 and 17.

NATIONAL ELECTRIC CREDIT ASSOCIATION, Hotel Commodore, New York City, June 17 and 18.

NEW YORK STATE ASSOCIATION OF ELECTRICAL CONTRACTORS AND DEALERS, Utica, N. Y., June 24 and 25.

NATIONAL ASSOCIATION OF ELECTRICAL CONTRACTORS AND DEALERS, Baltimore, Oct. 6-11.

ciation has been advanced in price in order to cover the greatly increased cost of paper, handling charges, etc. The new price of the complete system is \$35 to members, \$50 to non-members.

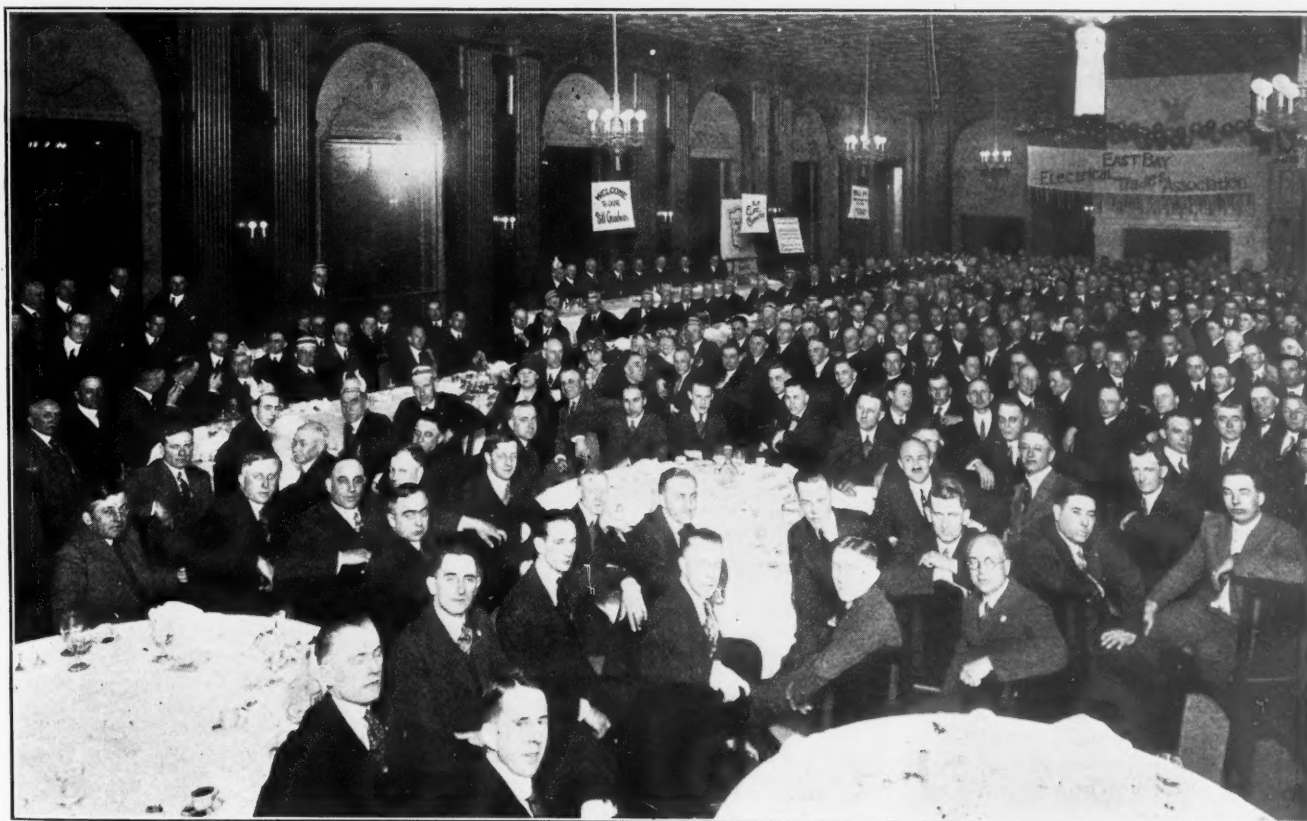
California Jobbers' Salesmen Outline Responsibility to Contractor-Dealers

The salesmen of the California jobbers and manufacturers met with the salesmen's axiliary of the California Co-operative Campaign at a dinner at the Commercial Club in San Francisco on April 1. The idea of the meeting was to secure the support of the salesmen in forwarding the idea of the campaign and to secure their help in convincing the contractor-dealers who have not joined the movement that it is a business proposition and one that they cannot afford to pass up.

The speakers of the evening were Lee H. Newbert, chairman of the advisory committee of the California Co-operative Campaign; D. E. Harris, member of the advisory committee; H. W. Angus, secretary, and A. Emory Wishon, president of the Pacific Coast Section, N. E. L. A. As a result of the meeting the 200 salesmen present promised their support to the following plan as laid down by Mr. Newbert:

1. Call electrical contractors' and dealers' attention to the importance of using the standard or simplified accounting systems.
2. Encourage the electrical contractors and dealers to subscribe to and

"Keep the Electrical Trade in the Hands of Electrical Men"—Say Goodwin and Chase



Three hundred and fifty electrical manufacturers, jobbers, central station men and contractor-dealers assembled on May 4 in San Francisco under the auspices of the California Electrical Co-operative Campaign. After talks by A. Emory Wishon, president of the Pacific Coast Section, N. E. L. A., and Harry Kirkland, vice-president of the American Wiremold Company, Samuel Adams Chase, special representative of the Westinghouse Electric & Manufacturing Company, stated that of the 2,450 new elec-

trical stores opened in the United States and Canada in 1919 only one failed, and that 4,500 new electrical stores have been opened in these two countries during the past two years. W. L. Goodwin said, in his address, that during the past three years the number of manufacturers of electrical goods in this country has grown from 800 to 3,000 and urged those present to do all in their power so to improve the service of the contractor-dealer that there will be no danger of this trade passing into outside channels.

NEW MERCHANDISE TO SELL AND WHERE TO BUY IT

Appliances, Socket Devices and Wiring Supplies Which Manufacturers and Jobbers Are Putting on the Market

Including Many New Appliances to LIGHTEN THE LABOR OF THE HOME



Utility Electric Heating and Warming Unit

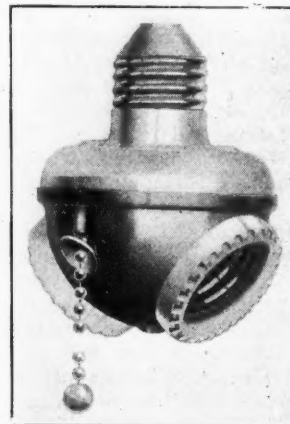
From *Electrical Merchandising*, June, 1920

The Duparquet, Huot & Moneuse Company, 108 West Twenty-second Street, New York City, has placed on the market a new utility unit. It is essentially a toaster, with a capacity of twenty slices at a time, toasting on both sides at once. The top may be used as a griddle or fry plate.

The unit is particularly adapted, the manufacturers say, to short-order business for hotels, lunchrooms, cafeterias, etc. It is also made with a warming compartment in place of the fry top. This compartment is heated by water, which in turn is heated by the upper heating element in the toasting chamber; consequently the heat applied in the warming chamber does not conduce to drying out the toast, which may be stored there for reserve.

Two-Way Plug with Pull-Chain Control

From *Electrical Merchandising*, June, 1920



As a further development of its two-way plugs, the Benjamin Electric Manufacturing Company of Chicago is now offering the "Benjamin pull plug." The new device is equipped with a pull-chain mechanism controlling one of the outlets which permits the lamp to be turned off.

Inclosed Starter for Small Direct-Current Motors

From *Electrical Merchandising*, June, 1920

A small starter entirely inclosed to remove danger from exposed parts and to protect the contacts from damage due to dust or spraying water has been developed by the Cutler-Hammer Manufacturing Company, Milwaukee, Wis.

This starter, known as Bulletin 2111, is to be used for small direct-current motors in exposed locations. It is made in various capacities up to 50 hp., operating at 115, 230 and 500 volts.



High Power-Factor Mercury Vapor Lamp

From *Electrical Merchandising*, June, 1920

To overcome objections to low power factor encountered in the operation of mercury vapor lamps on alternating current supply, the Cooper Hewitt Electric Company, 95 River Street, Hoboken, N. J., has developed and is marketing its EC auxiliary for use with type F lamps.

The new feature of this auxiliary is a positive low-resistance unit which takes the place of the former choke coils, and through its use the manufacturers say that the power factor of the lamp has

been raised to 85 per cent from the former value of 52 per cent. In addition, the weight of the EC auxiliary has been reduced to 42 lb. net, a saving of 14 lb. over the old E. A. auxiliary. There is also an increase in allowable voltage variation, the present regulation being 25 per cent, while formerly it was 12 per cent.

Present wattage is 430 watts, so that the candlepower of the tube is increased 12 per cent. The tube will operate at 3.8 amp. direct-current normal through the tube. The weight of the auto-transformer is slightly reduced because of less current flowing through it.

Desk Lamp with Flexible Arm

From *Electrical Merchandising*, June, 1920

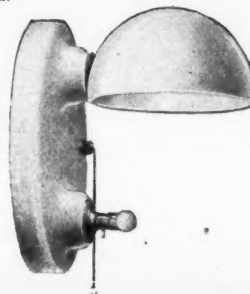
The Aladdin Manufacturing Company, Muncie, Ind., which specializes in the manufacture of only three types of lamps, is offering a new line of lamps, to be known as "Desk-Flex." These lamps have an 11-in. flexible arm screwed into the back of the base and are equipped with Association sockets, Benjamin plug, mercerized cord and a patented swivel shade.

The new boudoir lamps, or "Dressalamps," of the same company, stand about 14 in. high and carry 8 in. shades of new shape. The base is made in two designs, each in three different finishes and colors. The bases of these lamps, instead of being tapered to the smallest point at the top, are "vase" shaped.

White Glass Bathroom Fixture

From *Electrical Merchandising*, June, 1920

The marble-like appearance and simplicity of design of the "Aglite" lighting units, made by the Luminous Unit Company, St. Louis, Mo., make them especially suited for use in bathroom, hospitals, etc., in the opinion of the maker. All visible parts are made of white glass, thus eliminating the annoyance of tarnishing or discoloring. The type illustrated here is equipped, besides, with a pilot light lamp. The method of installing is simple, the maker declares, since no insulating joint, canopy insulator or splicing of wires is required.

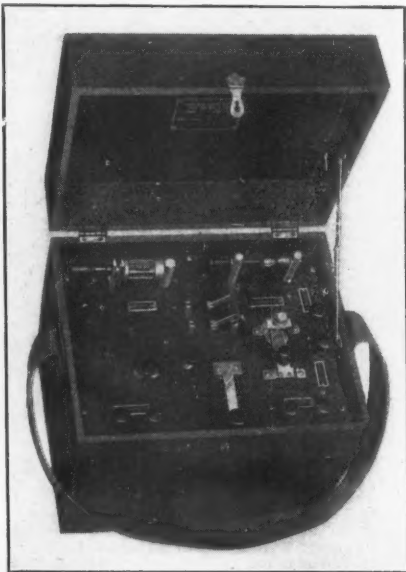


Portable Wireless Set

From *Electrical Merchandising*, June, 1920

The usual outside aerial, says the producer, can be eliminated by the use of a portable wireless set manufactured by the Winn Radio & Electric Manufacturing Company, Chicago. It is claimed that this set can be operated successfully from a loop aerial inside a house for a sending range of from 10 miles to 12 miles and for a receiving range of from 200 miles to 300 miles under favorable conditions. In the newly designed detector used on this instrument a glass dust-proof cylinder keeps the crystal clean and free from vibration. The interrupter is equipped with heavy platinum iridium points. By the use of sliders for regulating the tuning coil every strand of wire in the coil can be utilized.

The instrument is cased in an 8-in. x 9 in. x 11-in. mahogany finished box and weighs complete about 15 lb. It is equipped with a strap to facilitate convenient carriage.





Electric Iron with Steel-Clad Element

From *Electrical Merchandising*, June, 1920

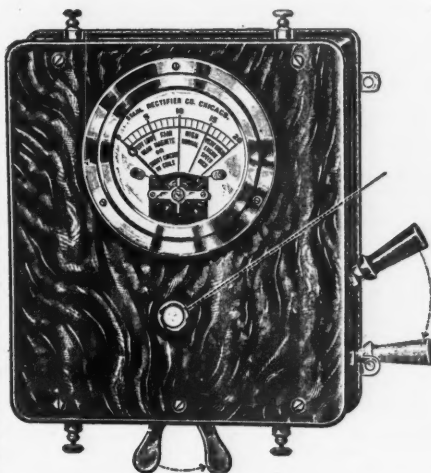
One of the features of the electric iron recently placed on the market by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., is the steel-clad element, which, according to the maker, is practically indestructible. This steel-clad element is designed to give even distribution of heat at all times.

On account of the beveled edges of the iron it is easier, the maker says, to iron delicate fabrics. The handle is designed to fit the hand comfortably. All parts of the iron are easily accessible for servicing.

Magneto Fault Finder

From *Electrical Merchandising*, June, 1920

The Stahl Rectifier Company, 1401 to 1405 West Jackson Boulevard, Chicago has placed on the market a new type of instrument which locates and corrects faults in magnetos. The "Magfixer" is intended to take care of any troubles arising in the magneto of the Ford, but will not take care of troubles arising in the wiring or in the ignition coils. It will, says the manufacturer, successfully recharge the magnets of the Ford magneto, regardless of the extent to which they have been demagnetized. The only condition under which it will not do this is where some of the magneto coils are broken down and grounded completely, because their insulation has burned off. In addition, the "Magfixer" will remove any shorts in the magneto due to pieces of wire, cotter pins, nails, etc., making contact between the coil connection and the case. It is also possible to detect any end play in the crankshaft of the Ford engine and to determine whether the magnets in the magneto have been installed in their proper order.

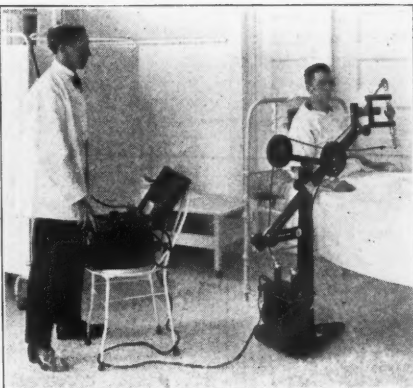


Portable X-Ray Outfit

From *Electrical Merchandising*, June, 1920

Dr. W. D. Coolidge and his associates in the Research Laboratory of the General Electric Company at Schenectady have recently perfected a portable X-ray. It is now possible, the manufacturers say, for any doctor to transport the entire new outfit, packed in four hand-borne units, to any home wired for electricity, or to the hospital bedside, and produce radiographic results as good as those secured in a completely equipped X-ray laboratory. The process of operating the machine is simplified for him by control systems, enabling him to use the exact ray intensity he needs and a time switch that accurately controls the length of each exposure. The portable Coolidge set has been greatly compacted and simplified.

One of the obstacles to radiography in homes is the variation in circuits between city and city or even between different parts of the same city. This is overcome by the control system of the portable outfit, by means of which is possible always to deliver the same definite voltage to the transformer primary.



Household Electric Heater

From *Electrical Merchandising*, June, 1920

The electric heater here illustrated is offered by the Bestov Manufacturing Company, Seattle, Wash. It is made of steel, the black enamel contrasting with the highly polished copper corrugated reflector. The heating element can easily be replaced and is protected from contact with inflammable material by heavy guards. The heater is equipped with 8 ft. of asbestos covered heater cord and a two-piece plug. It is 12 in. wide, 14 in. high and 10 in. deep. It is being marketed for the Bestov company by the Electrical Sales Company, Peoples Gas Building, Chicago, and by the Pacific Eastern Trading Company, Eitel Building, Seattle, Wash.

Clamp Lamp with Flexible Arm

From *Electrical Merchandising*, June, 1920



A clamp lamp, known as the "Breeze C. L." clamp lamp and equipped with a flexible arm, is being offered by the Breeze Manufacturing Company of Newark, N. J.

The arm is firmly connected to the clamp, the maker says, by screwing into a boss on the side, letting the electric wires pass through the arm to the lamp socket. The clamp piece is of manganese bronze or malleable iron, as ordered, with screw stem and washers.

This device is designed chiefly for the home, in the workshop or factory, where direct rays of light are required. It may also be used by the automobile driver, the maker says, as a "trouble finder," as it may be attached to the chassis or any convenient post or rod and cannot be shaken off by the running of the engine.

Sign Transformer

From *Electrical Merchandising*, June, 1920

The regulation of sign transformers is a vital feature in the life of the lamps, points out the Betts & Betts Corporation, 511 West Forty-second Street, New York City, in describing its new sign transformer, "Hercules." Particular care has been taken to provide regulation in this transformer, the maker declares, and the core and copper losses are kept low by the use of high-grade materials.

The leads are brought out so that they may be connected for either 110 or 220 volts on the primary side and 11 or 22 volts on the secondary side. The coils are hand wound on forms, insulated, vacuum dried, impregnated and moisture-proof. The core is made up of stampings of silicon alloy steel and insulated from the coils upon assembling. This core is said to be non-aging.

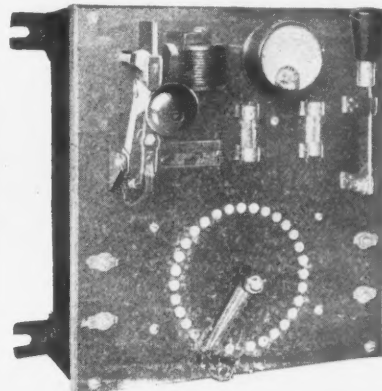
The case is of cast iron, finished in black enamel. Leads are brought through the walls in porcelain bushings and are embedded in solid insulating compound inside the case. There are seven sizes, varying from $\frac{1}{2}$ kva. to 2 kva. and from 10 lb. to 65 lb.

Rheostat for Charging Automobile Batteries

From *Electrical Merchandising*, June, 1920

For charging storage batteries used for electric lighting, starting and ignition on gasoline cars, the Cutler-Hammer Manufacturing Company, Milwaukee, Wis., has developed equipment which is to be used with a direct-current source of supply.

The charging consists of a slate panel mounted on a wall-type frame and carrying a low-current cutout, single-pole main-line knife switch and fuses, ammeter, and thirty-step rheostat, and, says the manufacturer, is capable of charging from three to forty-two cells in series.



read the electrical trade journals, especially the *Journal of Electricity*, *ELECTRICAL MERCHANDISING* and the *Electrical Contractor and Dealer*.

3. Point out to the electrical contractors that it is their duty and to their interest to see that all buildings which they wire have sufficient and proper outlets for the present and future use of electrical appliances.

4. Secure close co-operation from the electrical jobbers and manufacturers with power companies and contractor-dealers.

5. Assist the field men in securing membership from non-members in the California State Association of Electrical Contractors and Dealers and encourage all electrical contractors and dealers to become active in their sections or locals.

Manufacturers Make Recommendations on Electrical Shows

Recommendations on electrical shows and exhibits have been made by the Electrical Manufacturers' Council as a guide to all electrical manufacturers to encourage a high standard in electrical shows and to stimulate management and exhibitors to maintain such a standard. This, it is stated, is especially important because of the expense which such shows involve, the difficulties of transportation and the desira-



Yesterday we told somebody that the c. of l. was going to get less h. "Why?" he bit. "Well," we dialogued, exhibiting this semi-squad of duck detainers, "here are Ed Guth and C. C. Schoen of the St. Louis Brass Company, manfully denying themselves the luxury of a shine. And Gadsden Russell of the Russell Electric Company is shaming the butcher by bringing in some fresh game at nothing a pound, besides doing without a hat. Besides that, George Schoen wears khaki and worries along without collar, vest or silken cravat. That's why! Let's all go hunting."

bility of conserving labor and materials.

The recommendations follow:

For the fullest co-operation, it is strongly recommended that exhibitors as a whole shall have representation in the management of the show equal to that of the local management.

Class and nature of exhibits shall be

determined by the show management. Concessions for sale of knickknacks, candy, toys, etc., shall be prohibited, as they seriously detract from the educational value of exhibits.

Souvenirs represent waste and extravagance of a character which the industry is trying to prevent. They are not beneficial in promoting the main educational object of shows. Their distribution at shows shall therefore be prohibited.

Exhibitors shall not be asked to give financial support through advertisements or in any other way to programs and catalogs. These, if issued, shall not contain any advertisements.

Passes shall be issued to officers, official representatives and attendants of companies exhibiting, the number to be based equitably on the space occupied.

Exhibitors may have trade tickets at one-half the regular admission price, settlement to be made on the basis of the tickets actually turned in at the gate.

The show management shall strive to make the character of the exhibit such as will reflect credit upon the electrical industry and at the same time keep the expense within reasonable limits. Any surplus after payment of legitimate expenses shall be returned to exhibitors in proportion to the amount of space used.

The show management shall have the right to discontinue and remove any exhibit which in its opinion is objectionable to exhibitors, the public or the industry.

For the amount paid for space the show management will provide the following service to exhibitors: Insurance against fire and theft; reasonable protection against fire and theft; watchman day and night; clean aisles and thoroughfare (not including exhibits). Store boxes and other containers in good order and at the proper time deliver them promptly to exhibitors for return shipment.

It is recommended that, before contracting for space or otherwise committing themselves to participate in an electric show or exhibit, all electrical manufacturers ascertain from the secretary of the Electrical Manufacturers' Council if the management thereof has adopted the foregoing recommendations.

Electrical Credit Association of Pacific Coast Starts Its Nineteenth Year



At the fifteenth annual meeting and dinner of the Electrical Credit Association of the Pacific Coast, held in San Francisco on April 15, R. J. Holtermann, manager of the Holabird Electrical Company, was elected the new president. The other officers elected were: J. J. O'Reilly, first vice-president; C. H. Chapman, second vice-president; S. W. Murray, third vice-president; A. H. Elliot, secretary-treasurer; John Bray, H. J. Zweifel, R. J. Holtermann, F. A. Morton, J. H. Levenson, executive committee; S. B. Anderson, representative to the National Electrical Credit Association. The meeting concluded the eighteenth year of the existence of this association. At the present time there are thirty-two members.

Conference Club Defines Principles

Two statements, one a history and a statement of possibilities and the other a definition of principles, have just been issued by the Conference Club. In each of these statements the new idea in the Conference Club—its dedication to the entire industry, as a thought forum—is clearly brought to the fore and fully expounded. Furthermore, emphasis is placed on the value of industry united as to principle and ideal.

The Conference Club is not put forward as a panacea for the ills of the industry, but rather that it may offer some mechanism for diagnosis and the statement of these ills, for their discussion in order that remedies may be decided upon and applied.

The background of the Conference Club movement is the belief that the scientific method which is responsible for the marvelous development of the industry on its technical side must now be applied to obtain a sound and healthy development on the commercial side. To apply this method a laboratory must be provided, and the old Conference Club conceived it to be possible that the club might be converted into such a medium for research and study.

Among the benefits that flow from co-operative effort the club sets down the following:

Increased income, due to decreased cost, increased production and elimination of false competition.

Enhanced personal power, position and self-respect, due to the creation of and

ability to take a part in a well-ordered industry.

Increased energy of the craft, due to the increase in the energy of the units working harmoniously and according to the common law of the industry.

Benefits accruing to the industry arising from research work done on a large scale by the craft for the craft.

Enhanced power and respect accruing to an industry whose constant energies are devoted to increasing production at lower costs, because thereby the public is well served and the units of the industry are better served.

Increased influence on legislation when wielded by a united industry.

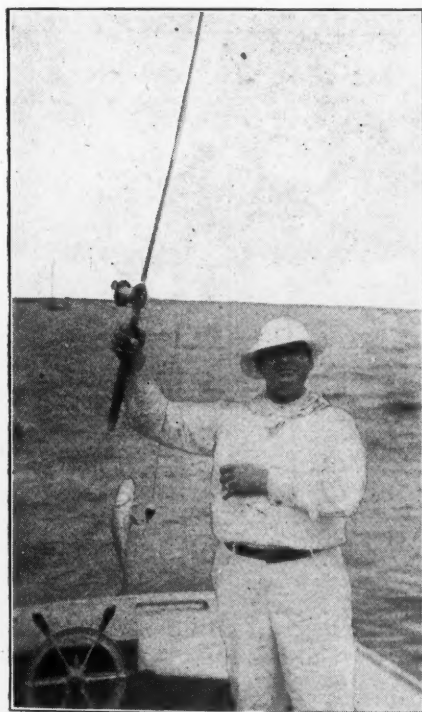
Enhanced power arising from the uses of publicity for educating the public in all matters electrical.

The meeting of the Conference Club called for at the Greenbrier Inn, White Sulphur Springs, W. Va., on June 17-19, 1920, has been postponed.

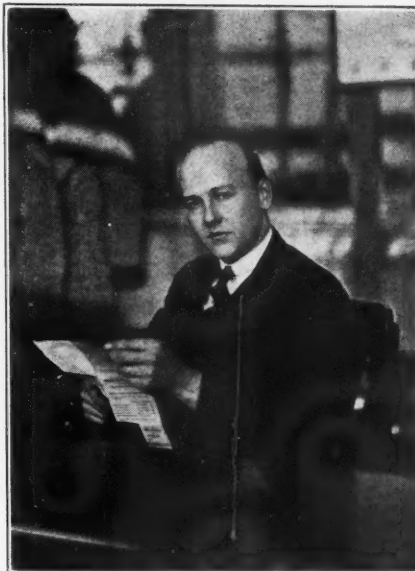
Kansas City Holds Electrical Round-up

Through the efforts of the Electric Club, the electrical industry of Kansas City was honored on Wednesday, April 28, by a visit from William L. Goodwin, Samuel A. Chase and Harry B. Kirkland.

A luncheon held at noon at the Kansas City Athletic Club was attended by representatives of all the principal manufacturers, jobbers and dealers in the city. Following the luncheon, a meeting of the contractors was held at the University Club, at which time their troubles were discussed and various suggestions made.



Sometimes George Fox Parker forgets that he is manager of the New York Electric Show and the Fox Electric Corporation of New York City and devotes himself to hooking the finny denizens of the vasty deep, with results as per picture. Mr. Parker will have more time for fishing this summer, because practically all the space for the New York show in October is already sold, even unto the third floor, which will contain, he tells us, "a comprehensive exhibit of electricity in all the industrial processes and arts."



The gentleman here clipping coupons from a \$10,000 Liberty Bond is Mr. Printz—E. A. Printz, formerly Chicago district sales manager of the Square D Company of Detroit, and now general sales manager of the company. A. MacLachlan continues in the capacity of secretary and director of distribution. D. M. Stone, formerly district sales manager of the Pittsburgh territory, was made district sales manager of the Detroit territory. J. A. Jaques, formerly in charge of the New York territory, has been given the district managership of the Pittsburgh territory, and H. W. Spahn, district sales manager of the Buffalo territory, is placed in charge of New York.

At the 6 o'clock dinner Mr. Kirkland was the first speaker and he graphically presented the possibilities for sales of electrical appliances during 1920. Mr. Kirkland was followed by Mr. Chase, who emphasized many of the essentials of good business, and he made a number of sound suggestions tending to establish better business conditions. Mr. Goodwin followed Mr. Chase, with one of his usual, right to the point, thoroughly constructive talks.

The meeting was sponsored entirely by the Electric Club, and in addition to representatives of practically every electrical concern in Kansas City there was a large number of guests from outside of the city, the attendance totaling 224.

The committee in charge of the arrangements consisted of the following members of the Electric Club: A. P. Denton, F. S. Dewey, William Hand, J. E. Lauder, Jack Squire and Frank F. Rossman.

Spartan Interchangeable Receptacle and Plugs Do Not Infringe Hubbell Patents

In the suit of Harvey Hubbell, Inc., against the Bryant Electric Company for infringement of the Hubbell patents for attachment plugs, the Circuit Court of Appeals for the Second Circuit has handed down an opinion in favor of the Bryant Electric Company, holding that the Bryant Spartan line of plugs

and receptacles do not infringe the Hubbell patents. The Appellate Court orders the bill of complaint to be dismissed with costs of both courts to be paid by Harvey Hubbell, Inc., to the Bryant Electric Company.

Buffalo Plans Co-operative Sales Campaign

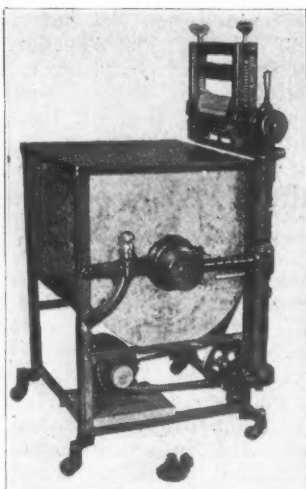
Wholesale and retail electrical dealers of the city have organized a concerted advertising and educational campaign to stimulate the sale and use of electrical goods. G. H. Haas, advertising manager for the H. I. Sackett Electric company, is the father of the scheme. H. I. Sackett, president of the H. I. Sackett company, recently gave a dinner at the Lafayette Hotel, at which the plan was successfully launched. More than 125 local electrical dealers have signified their intention of supporting the campaign, which will last for three months, according to present plans.

The Royal Eastern Electrical Supply Co. has opened a branch at 262 Fulton St., Jamaica, N. Y. This is a strictly jobbing concern and has branches in New York, Brooklyn and the Bronx.

E. W. Collison, contractor-dealer, is moving to 260 Fulton St., Jamaica. These moves make that part of Fulton St. a bee-hive of electrical activity—with a contractor-dealer at 260, a jobber at 262, and a manufacturer at 264.



Now will you believe Frank Stewart? Of course this doesn't prove absolutely that when this finny Friday luncheon for three hotels got actively associated with a baited line Frank was on the other end. But it sure bears out his story concerning the relative height of the fish and Frank when they both stood on their tiptoes. Mr. Stewart retired from business a while ago, and shortly after his G. M. left the organization. "Who's going to be G. M. now?" asked somebody. "I am," decided Mr. Stewart, and he held on to that job the same way he hangs on to a man-sized fish.



Cylinder-Type Washing Machine

From *Electrical Merchandising*, June, 1920

A feature of the new washing machine recently developed by the D. M. Sechler Implement & Carriage Company, Moline, Ill., is the inverted gear, which gives steady power and a soft cushion to every reversible motion of the cylinder. This slow, easy, reversible motion, the maker declares, is an important factor in preventing damage to clothes and lengthens the life of the machine. The cylinder is made of either metal or wood and makes one complete revolution before reversing.

The frame of the machine is of angle steel, finished in pearl gray. The wringer is equipped with a locking device for locking the wringer in any desired position, and has a heavy steel cross support to hold the wringer in alignment. Bearings are non-adjustable and run in oil.

Other specifications for the machine are bevel and spur cut gears, an endless flat driving belt and a standard 1/2-h.p. motor.

Water Heater

From *Electrical Merchandising*, June, 1920

The Electric Heating & Manufacturing Company, Seattle, Wash., has just placed on the market its "Coppersert" electric water heater. It is said to be an improved type of Apfelf's "Electric Insert" water heater, possessing the following characteristics:

The heating element does not come into contact with either air or water and is therefore not subject to corrosion; it is always surrounded by the body of water being heated; element is inclosed in seamless copper tubing to eliminate corrosion, which, the manufacturer says, affords 50 per cent quicker heat transmission; no changing of pipes is necessary to install; no siphoning of tank is possible, reducing liability of turn-outs.

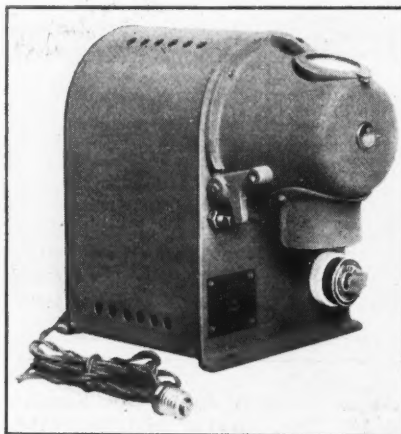
The heater is made in 600, 1,000, 1,500 and 2,000-watt sizes for alternating or direct current.

Insulated Wire Stripper

From *Electrical Merchandising*, June, 1920

The France Manufacturing Company, Cleveland, Ohio, has developed a machine for stripping insulation from stranded wire, single-conductor wire, enamel-insulated wire and duplex cord. Motor-driven knives rotate continuously and are adjustable to any size of wire, says the manufacturer. All moving parts are completely inclosed.

The stripper is equipped with either a single phase, 110-volt, 60-cycle motor or a 110-volt direct-current motor. It is said to be especially useful in all stripping work where the volume of material to be handled is large.



Automatic Household Heater Which Burns Liquid Fuel

From *Electrical Merchandising*, June, 1920

An automatic heater for installation in any standard household heating plant and devised to burn liquid fuel instead of coal is a product, offered under the trade name "Nokol," of the Steam Corporation, 72 West Adams Street, Chicago.

The plant consists of a tank for storing the fuel oil, which flows through a pipe to the apparatus, and an electrically driven blower, which then converts the fuel into the atomized state ready for combustion and blows it into the "combustion chamber," which is the inside of the original heating plant. To install the apparatus no change is necessary in the original heating plant except the removal of the fire grates.

The flow of fuel to the "combustion chamber" is automatically stopped and started by the thermostat placed in one of the living rooms upstairs.

Farm Light and Power Generator and Panel

From *Electrical Merchandising*, June, 1920

The Westinghouse Electric & Manufacturing Company has placed on the market a line of electric generators and control panels for use with internal-combustion engines for farm light and power service. These electric generating units are made in standard capacities from 1/4 kw. to 2 kw. and are adapted for operation with 32-volt battery equipment.

The generators are built to be directly connected or belt driven. The belt-driven generators are equipped with sliding bases with adjustment to keep the belt at the proper tension. They are shunt-wound for normal operation, but have an additional series winding which allows the generator to be operated as a compound motor.

The control panel is made of sheet steel and is mounted directly on the generator.

An automatic stop is supplied with these panels when desired. The stop consists of a clock mounted on top of the panel which can be adjusted to cut the engine ignition circuit when the battery has been fully charged.

Double-Duty Cluster with Individual Lamp Control

From *Electrical Merchandising*, June, 1920

The double-duty cluster recently brought out by the Peerless Light Company, Washington Boulevard and Union Street, Chicago, is so named, the maker says, because it combines simplicity of construction, artistic appearance and service. The cluster is a one-piece casting, and its construction, it is said, is designed to counteract the jarring effects of switching the lights on or off. It is equipped with two pull-chain sockets, giving individual control of the lamps.

In another form the cluster is completed with one keyless socket and one pull-chain socket, so wired that both lights are controlled by one motion.



Telephone Receiver Holder

From *Electrical Merchandising*, June, 1920

To allow the telephone user to have both hands free for handling papers or writing while receiving a telephone message a telephone receiver holder has been invented and placed on the market by L. S. Kallajian, 1930 Washington Street, Boston.

The base of the desk telephone instrument fits into the base of the holder device, thus giving a firm support. The receiver holder includes a holding arm that is adjustably supported from a lateral extension. The mere adjustment of a thumbscrew on this extension permits of raising or lowering the receiver holder, so that the receiver may be held close to or farther from the ear of the user.

Sterilizer Heating Element

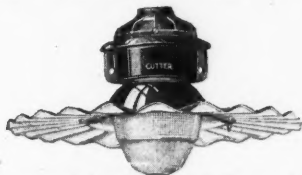
From *Electrical Merchandising*, June, 1920

The Halverson Company, 180 North Dearborn Street, Chicago, has recently put on the market a new type of heating element for its medical and dental sterilizer. The sterilizer is equipped with a three-heat indicating switch, and the automatic safety fuse screw shuts off the current when the water is exhausted. The manufacturer asserts that it is a wet sterilizer, a dry sterilizer, a tumbler and atomizer warmer all in one. The dry-air unit has a temperature of 290 deg. to 300 deg. F., has a separate heating element, which is ready for service by turning an individual indicating switch, and can be used at the same time as the wet or boiling water sterilizer. It is made in 10-in. and 12-in. sizes.

Street-Lighting Hoods

From *Electrical Merchandising*, June, 1920

A new line of street-lighting hoods has been developed by the George Cutter Company of South Bend, Ind., for service on incandescent lamp systems. The enamel of the radial-bowl reflector of this hood, the producer states, is under no strain, and consequent cracking and rusting is avoided. The copper heel which forms the upper rim of the reflector takes the pressure of two stationary lugs and a heavy set screw supporting the reflector. Three inside coats of white enamel and three outside coats of green enamel cover the steel reflector and overlap the bead which the edge of the reflector forms.



The porcelain heads for the series systems are arranged for either inner or outer wiring. When outer wiring is employed the wires may be tied in holes in the porcelain head's rim, making unnecessary the use of a cross-arm. The wires are led in to the socket terminals through holes.

The cast-iron canopies and other iron parts are electro-galvanized and painted black. The diffusers and refractors used with the hood are supported on hinges to allow easy access to the lamp. All parts are made interchangeable so that combinations may be made to suit different requirements of voltage intensity and distribution of light and manner of support.

Lead-Covered Battery-Connecting Clip

From *Electrical Merchandising*, June, 1920

A battery-connecting clip adjustable to any diameter up to 1½ in. is being put out by the Reliable Manufacturing Company, 2814 Prospect Avenue, Cleveland, Ohio. This clip, known as the "Bulldog," is heavily lead-coated and made in two pieces with spring jaws and a clamp which may be adjusted on the jaw to grip different-sized terminals. The wire lead is soldered in the clamp. Contact is made on the battery terminal by sawtooth jaws. The grip is rated at 50 amp.

Electric Auto-Engine Heater for Garage Use

From *Electrical Merchandising*, June, 1920

To keep automobile engines warm during normal winter weather while the car stands in the garage the Westinghouse Electric & Manufacturing Co. of East Pittsburgh, Pa., is marketing an electric heater which takes its energy from a



lamp socket. It is hung by a hook on the engine, keeping both carburetor and engine warm so that no difficulty will be experienced in starting the car on cold days.

The heating unit of the new heater is entirely protected by a perforated sheet metal guard. The rigid metal hook allows the heater to be placed anywhere under the hood. A long flexible cord and a screw plug are supplied.

Church Lantern Giving Direct and Indirect Light

From *Electrical Merchandising*, June, 1920

For churches in which totally indirect illumination is unsuitable, owing to the character of the ceiling, the National X-Ray Reflector Company, 235 West Jackson Boulevard, Chicago, has designed and placed on the market its No. 3.863 Gothic lantern, which gives both direct and indirect lighting. It may be obtained either in the opaque style—that is, with solid panels—or with white cathedral glass panels in the sides and bottom.

The new lantern of the size using 100-watt or 150-watt type "C" lamps has a diameter and a depth of 22 in., while the depth and diameter of the lantern using 300, 400 or 500-watt lamps is 36 in.

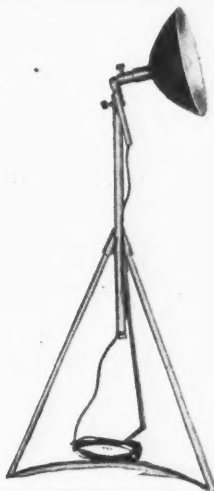


Industrial Flood-Lighting Unit

From *Electrical Merchandising*, June, 1920

The portable flood-lighting unit recently developed by the Alexander Milburn Company, Baltimore, Md., is especially designed for use in machine shops, foundries, shipyards, steel mills, railroads, manufacturing plants, warehouses, mines and by builders, contractors and public service corporations.

It consists of a tripod (spread 28 in.) which supports a standard and an enamel reflector 15 in. in diameter. It is constructed to focus at any angle or position, revolving the reflector in a complete circle. The reflector is easily lowered to the ground or raised to a height of 6 ft. It is also equipped with a 20-ft. armored electric hose. With a 100-watt lamp a 60-ft. ray may be projected.

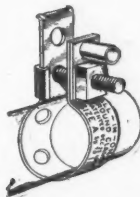


Conduit-Grounding Clamp

From *Electrical Merchandising*, June, 1920

A new type of ground clamp for use with rigid or flexible conduit in sizes up to 3 in. has been developed by the Fairmount Electric & Manufacturing Company, 59 Woodland Avenue, Philadelphia.

This new code "All-in-One" clamp has a heavy copper band to be tightened around the conduit by one bolt and has a socket soldering lug for attaching the ground wire.



Compact Electric Ranges

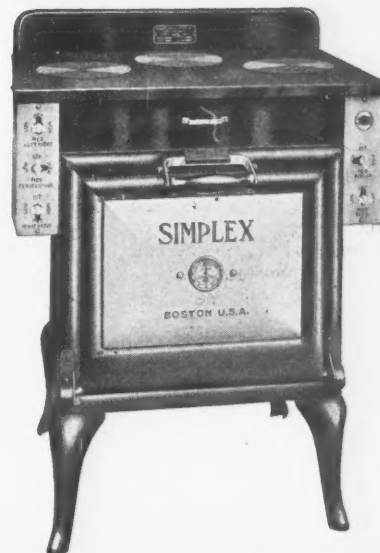
From *Electrical Merchandising*, June, 1920

The Simplex Electric Heating Company, Cambridge, Mass., is just placing on the market two new designs of electric ranges, Nos. 25 and 29.

The No. 25 range, or apartment-house type, is only 29½ in. long, 36½ in. wide and 22 in. deep, which is a saving in length of 21 in. over the No. 27 range of this company, with no reduction in cooking capacity. The oven is equipped with a 2,000-watt broiler and a 1,200-watt bottom heater is placed centrally below the flat section, the latter carrying three 1,200-watt plates. Vertical elevated switch panels with indexes are provided with a central fuse cabinet and receptacle for flatiron or other device.

The No. 29 range meets the demand for a larger equipment than the No. 27 and has a separate broiling compartment with 2,000-watt heater and an additional hot closet or plate warmer. Four hot plates of 1,200 watts rating each are provided. This range is 57 in. long, 22 in. deep and 54½ in. high.

The No. 25 range will easily cook for four to seven and the No. 29 for ten to twelve.



New Retail Electrical Stores

"The Electric Specialty Shop" is the name of the new appliance store opened at 138 State Street, Springfield, Mass. John Toomey, formerly of North Adams, Mass., is the proprietor. He will specialize in the selling of home appliances and automobile electric supplies.

The Clarke Electric Company, Danville, Va., is the name of the new company which recently took over the business of A. Ellwanger & Co. of Danville. The new company is headed by men of wide experience in the electrical field and will conduct a general appliance and contracting business, having adopted as its slogan, "If It's Electrical Come to Clarke."



Simplicity of line marks the new gasless, waterless, honkless roadster used by Assistant Manager Johnny Cushing of the Hurley Machine Company to tour George Brown around the factory. As appliance sales manager of the Mathews Electric Supply Company of Birmingham, Ala., George is making up a little mental list of accessories that would really enhance the machine. In due time John will have the opportunity of signing an order listing electric horn, headlights, spotlights, cigar lighter, tonneau light, spotlight, dashboard ammeter, speedometer, spare motor brushes and folding oil can.

The Ford Brass Company of Springfield, Mo., has moved into a new store which the company purchased at 320 South Street. The building is about 25 ft. x 328 ft. and has three floors and a basement. The front of the first floor is the retail merchandise store, the rear is a stock and motor repair room and the second floor is used for the manufacture of fixtures. The company stocks motors up to 10 hp. and contracts to wire large apartment buildings and factories.

The Rand Electric Company is opening up an electric shop in its new building at 849 Third Avenue, New York City.

The Electric Sales Company of Columbus, Ohio, a retail and construction concern, has moved to new quarters at 47-49 East Gay Street, where it has remodeled a large building. The growth of this concern has been extraordinarily rapid. It was founded about fifteen years ago in a small room on North Front Street. O. L. Jeffries is president and general manager.

George F. Greif has opened an electrical retail and contracting store at 75 Clinton Street, Binghamton, N. Y.

The Prima Electrical Shop Company of Toledo, Ohio, has been chartered with a capital stock of \$10,000, to deal in electrical supplies and appliances. The incorporators are Edwin F. Chittenden, Charles H. Steele, Alonzo C. Ruihey, H. G. Wall and H. W. Frazer.

The Hughes-Peters Electric Company of Columbus, Ohio, has been incorporated with a capital stock of \$75,000, to deal in all kinds of electrical equipment and appliances and to do electrical work. The incorporators are J. P. Hughes, H. W. Peters, J. T. Hughes, E. Edwards and D. M. Rusk. The company has been in operation at 104 East Long Street for several years as a partnership.

The Syracuse Armature & Electric Equipment Company, a recently reorganized concern of Syracuse, N. Y., has moved to larger quarters at Temple and Oneida Streets. Besides rewinding motors and generators, the company is now dealing in new and second-hand electrical machinery, and doing automobile repair work.

A \$5,000,000 Washing Machine Consolidation

News concerning the formation of the Gillespie-Eden Corporation, washing machine manufacturers, reached ELECTRICAL MERCHANDISING just as the paper was on its way to press. This new and powerful influence in the washing machine field will consist of a \$5,000,000 consolidation of the Brokaw-Eden Company, the Gillespie Motor Company, the Gillespie Foundry Company, and the Gillespie Manufacturing Company, with plants at Alton, Ill., and Lowell, Mass. The consolidation took place as of June 1. Sales offices have been opened at 23 West Forty-third Street, New York City.

With these manufacturing facilities the new concern will manufacture its own motors, castings and wringers. The marketing plan will be the same as that which has been followed by the Eden Company. The new organization, however, will co-ordinate manufacturing and sales efforts.

H. G. Seaver has been appointed vice-president in charge of the sales, advertising and service.

The Electric Materials Corporation, Albany, N. Y., has been incorporated with a capital stock of \$50,000. The principal stockholders are Julian D. Holt, J. J. Haggerty of Albany and K. F. Ruthenberg of Cleveland, Ohio.

The Continental Electric Company has been incorporated with a capital stock of \$10,000 to deal in electrical supplies and equipment. The incorporators are I. Zwick, J. K. Zwick, L. W. Phillips, M. S. Haufman and J. Blythin.

The R. C. Hull Electric Company of Cleveland, Ohio, has increased its capital stock from \$10,000 to \$35,000 to provide larger facilities for its retail merchandising business.

James B. Thompson and Walter Skaags of Toronto, Ohio, have formed a partnership and established a contracting and dealing business in Toronto.



Clyde L. Chamblin, president of the California Association of Electrical Contractors and Dealers, looks as though he were inquiring into the wiring methods of Percy Schwartz of the Schwartz Electric Company, San Francisco. Not so, however. Percy is merely trying to remember what he did with the letter his wife gave him to mail.

Jorge Escobar & Company, Apartado 106, Medellin, Colombia, are opening a new store in Medellin dealing exclusively in electrical accessories. The store is in a new building erected by the company.

The Cycle Electric Company is the name of a new electrical contracting firm in Buffalo, N. Y., organized by R. Swegler, J. A. and A. Clauss.

The Schubert Corporation is a new electrical contracting concern at 774 East 179th Street, New York City. The incorporators are C. T. Schubert, R. I. Dodge and N. H. Hunt.

The Domestic Appliance Company is a new store at 120 West Second Street, Los Angeles, Cal., which was recently opened to deal in vacuum cleaners, electric washers and other household equipment.

